aesthetic
MEDICINE

INSPIRING BEST PRACTICE IN MEDICAL AESTHETICS

FACE THE FUTURE

It's been a big year for the facelift. How will it evolve in 2026?

THE LONG GAME

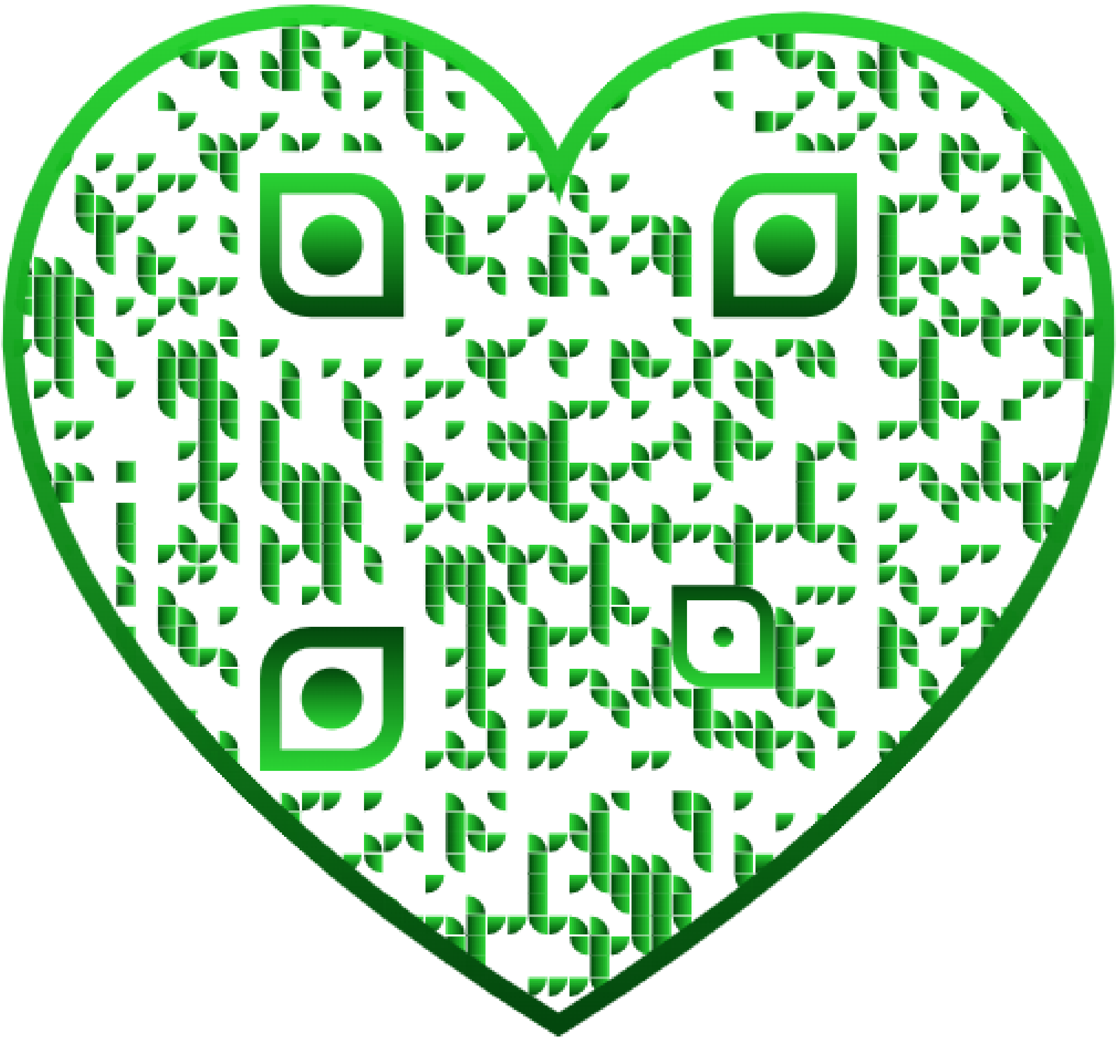
What you need to know about biostimulators - the injectable of the moment

FROM ADDICTION TO AESTHETICS

EMMA WEDGWOOD'S INSPIRING STORY OF RENEWAL AND RECOVERY, FROM ICU NURSE TO AESTHETIC PRACTITIONER, HELPING OTHERS DISCOVER THEIR WORTH

PROFESSIONAL BEAUTY GROUP

November/December 2025 | aestheticmed.co.uk



NEAUVIA

RETHINKING
MEDICAL
AESTHETICS

ACTIVATE *Skin Bio-Regeneration* with MULTI-LEVEL *combination*

Today's *patients* are *rewriting* the *rules*.

The focus has shifted from trying to "erase time" to *embracing age with confidence and natural beauty.*

Patients prioritize SKIN QUALITY and LONGEVITY over quick fixes.

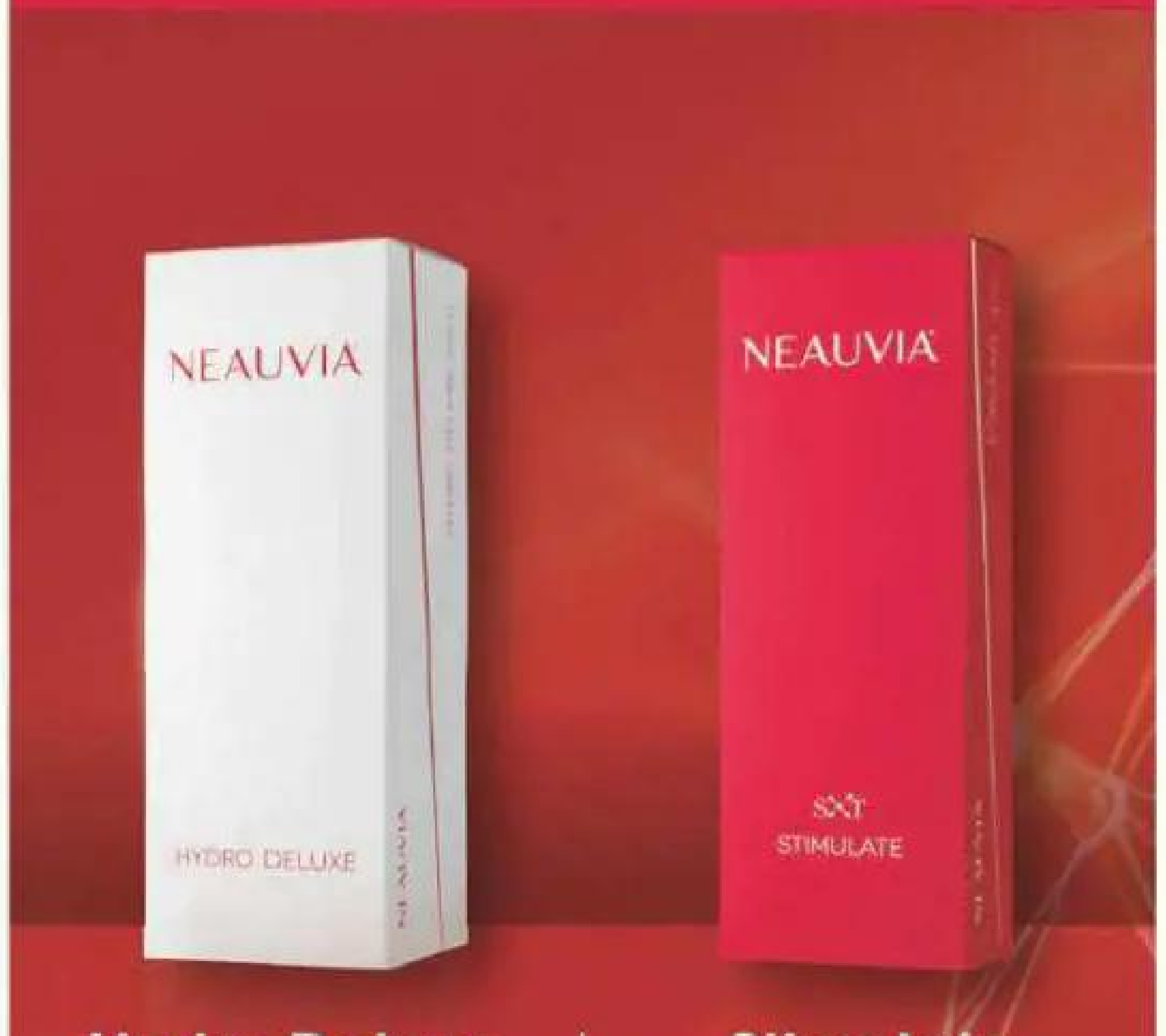
We've entered the era of Quiet Beauty - where the emphasis *is refinement over transformation.*

The new focus now is REGENERATION and SLOW AGING, powered by a *multi-modal, bio-stimulatory approach* tailored to each patient's natural aging pattern.

Multi-level *combination treatment* strategy

At Neauvia we understand that aging is a complex process. That's why we **focus on skin bio-regeneration to activate the body's natural regenerative abilities**. We offer a customized treatment by **addressing multiple layers of the skin** with targeted, science-backed solutions that work together in perfect harmony **through a multi-modal approach**.

HA FILLERS



Hydro Deluxe
The only linear HA + CaHA
1st step superficial foundation

Stimulate
The only PEG-HA + CaHA for structural support

DEVICES

zaffiro
NEAUVIA

Zaffiro
Awake physiological bio-stimulation

LaserMe
Unleash regenerative skin resurfacing

COSMECEUTICALS

NEAUVIA
C-SHOT
NEAUVIA
CERAMIDE SHIELD

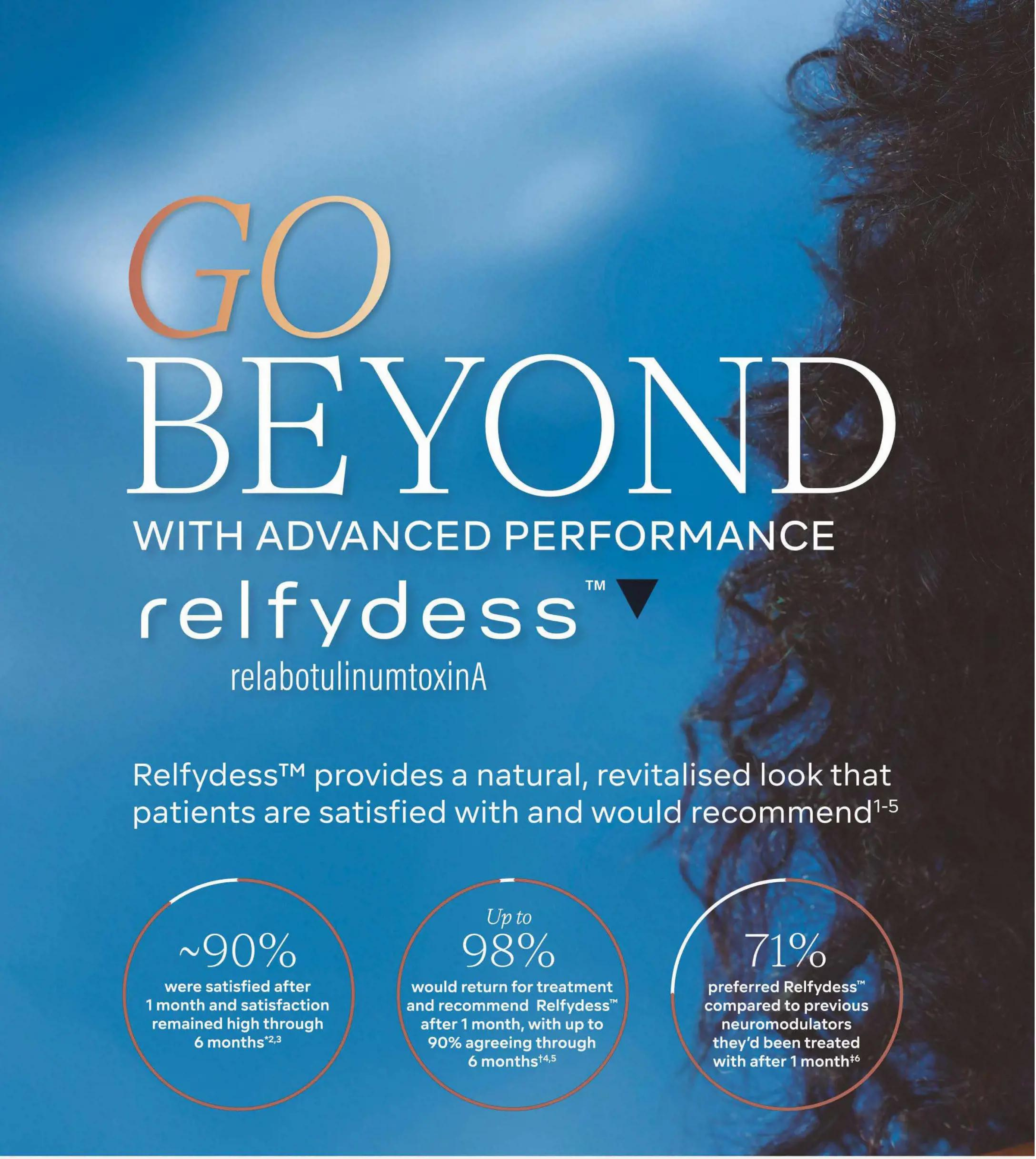
C-Shot Serum

Ceramide Shield Cream

The promise of amplified results

Stimulate and Hydro Deluxe are class III medical devices regulated under the EU MDR 2017/745 Regulation. Manufacturer: MATEX LAB SPA, via Carlo Urbani 2 ang. via Enrico Fermi, Brindisi, Italy. Please carefully read the instructions in the leaflets. The use of these products requires the intervention of a healthcare professional. Only to be used by physicians in accordance with local legislation, trained in the injection techniques on Hyaluronic Acid based fillers. Zaffiro is a Class IIa medical device and LASERME is a Class IIb medical device. Both are regulated health products that bear the CE mark in accordance with the Medical Device Directive (MDD) 93/42/EEC. Manufacturer: B&K, Domaniewska 37, Warsaw, Poland. Please carefully read the instructions in the leaflets. The use of these products requires the intervention of a healthcare professional. Neauvia Cosmeceuticals are cosmetic products according to EU Regulation 1223/2009. Kubik et al., HA PEGylated Filler in Association with an Infrared Energy Device for the Treatment of Facial Skin Aging: 150 Day Follow-Up Data Report, Pharmaceuticals 2022, 15, 1355, DOI: 10.3390/ph15111355.

FOLLOW US: | www.neauvia.uk | info@neauvia.uk



GO BEYOND

WITH ADVANCED PERFORMANCE

relfydess™

relabotulinumtoxinA

Relfydess™ provides a natural, revitalised look that patients are satisfied with and would recommend[1-5]

~90% were satisfied after 1 month and satisfaction remained high through 6 months*[2,3]

Up to **98%** would return for treatment and recommend Relfydess™ after 1 month, with up to 90% agreeing through 6 months†[4,5]

71% preferred Relfydess™ compared to previous neuromodulators they'd been treated with after 1 month‡[6]

Relfydess™ is indicated for the temporary improvement in the appearance of moderate-to-severe glabellar lines (GLs) at maximum frown and moderate-to-severe lateral canthal lines (LCLs) at maximum smile alone or in combination, in adult patients under 65 years, when the severity of these lines has an important psychological impact on the patient

FLTSQ, Facial Lines Treatment Satisfaction Questionnaire; **GL**, glabellar line; **ITT**, intention-to-treat; **LCL**, lateral canthal line.

* Based on the Facial Lines Treatment Satisfaction Questionnaire (FLTSQ) completed by all ITT patients treated with Relfydess in the READY-1 and -2 studies. 94% (GLs, n=218) and 87% (LCLs, n=226) of patients at Month 1 and 77% (GLs, n=210) and 71% (LCLs, n=223) at Month 6 were satisfied or very satisfied with their treatment.[2,3]

† Based on the FLTSQ completed by all ITT patients treated with Relfydess in the READY-1 and -2 studies. 98% (GLs, n=218) and 93% (LCLs, n=226) of patients at Month 1 and 90% (GLs, n=210) and 86% (LCLs, n=223) at Month 6 agreed or strongly agreed with the statement 'I would have this treatment done again'. 98% (GLs) and 93% (LCLs) of patients at Month 1 and 90% (GLs) and 88% (LCLs) at Month 6 agreed or strongly agreed with the statement 'I would recommend this treatment to others'.[4,5]

‡ Based on the Subject Treatment Questionnaire completed by all ITT patients treated with Relfydess in the RELAX study (n=99). Patients agreed or strongly agreed with the statement 'I prefer to be treated with this study product than with other neuromodulators I received in previous treatments'.[6]

References: 1.Galderma. Relfydess™ Summary of Product Characteristics. July 2024. 2. Galderma Laboratories. MA-47072. Clinical Study Report for Protocol 43QM1602: READY-1. Fort Worth, TX: 2021. 3. Galderma Laboratories. MA-47073. Clinical Study Report for Protocol 43QM1901: READY-2. Fort Worth, TX: 2021. 4. Galderma Laboratories. MA-47073. Clinical Study Report for Protocol 43QM1901: READY-2. Tables 14.2.12.4 and 14.2.13.2. Fort Worth, TX: 2021. 5. Galderma Laboratories. MA-47072. Clinical Study Report for Protocol 43QM1602: READY-1. Tables 14.02.11.04 and 14.02.12.02. Fort Worth, TX: 2021. 6. Galderma Laboratories. MA-59692. Clinical Study Report for Protocol 43QM2106: RELAX. Fort Worth, TX: 2023.

▼ This medicinal product is subject to additional monitoring. This will allow quick identification of new safety information. Healthcare professionals are asked to report any suspected adverse reactions.

GALDERMA
EST. 1981
Step into the future of neuromodulation with a natural look
relfydess
Not an actual patient. For UK HCPs who are eligible to prescribe neuromodulators.

QR code to prescribing information and adverse event reporting.

Galderma portfolio available at our distribution partners

medfx ACRE healthXchange

© 2025 Galderma S.A. All rights reserved. UKI-REL-2500168 DOP August 2025

aesthetic
MEDICINE
AWARDS
OLYMPIA LONDON
8 MAY 2026

SHOWCASE YOUR
EXCELLENCE

ACKNOWLEDGING THE BEST IN UK AESTHETICS

ENTRIES NOW OPEN

aestheticmed.co.uk/awards

For entry enquiries please contact **anna.v@thepbgroup.com** or call **0203 841 7365**
For sponsorship enquiries **lisa.m@thepbgroup.com** or call **0203 728 9065**

#AMAWARDS

@AestheticMLive

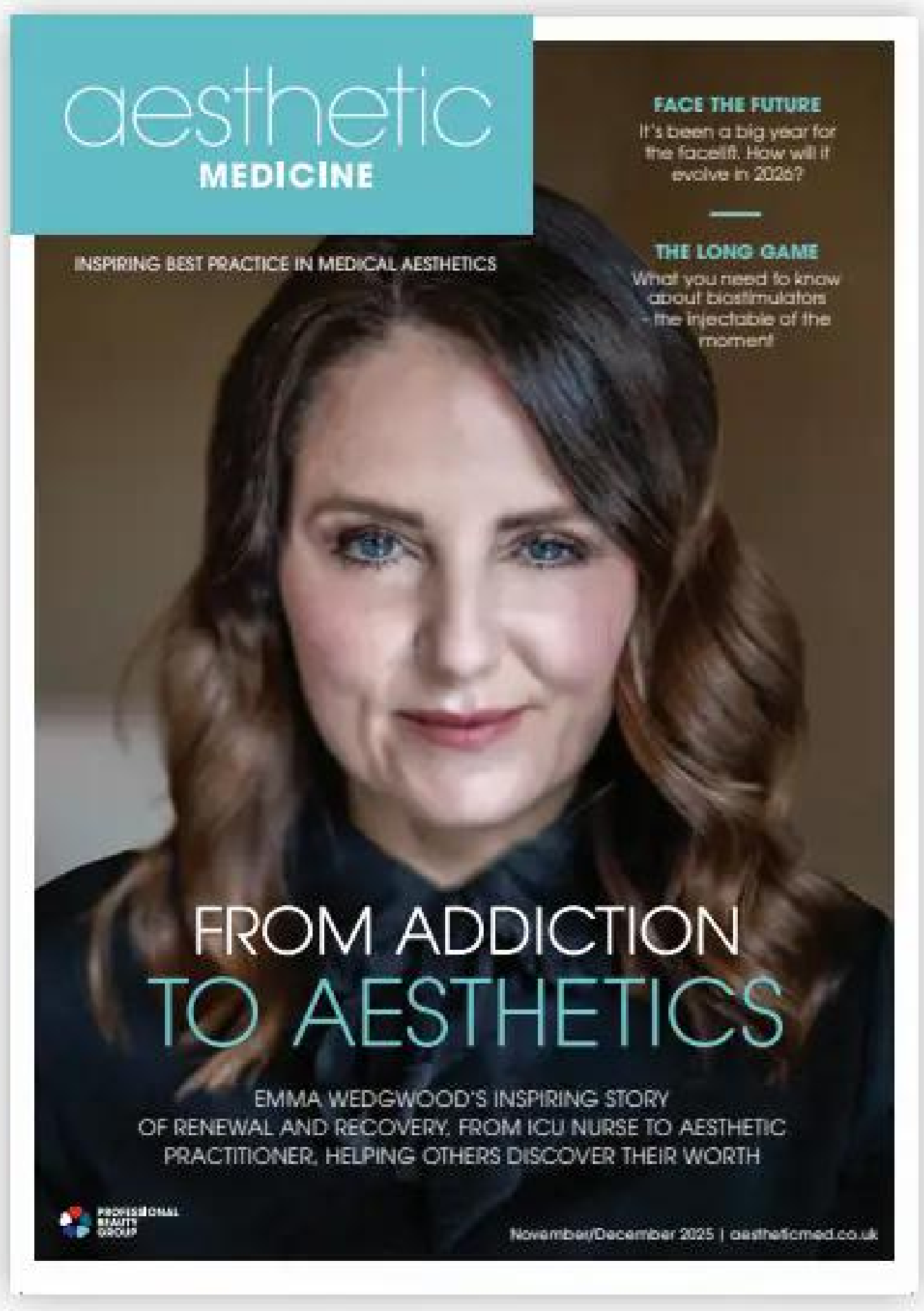
/aestheticmedicinelive

aestheticmed_live

Aesthetic Medicine

2026
aesthetic
MEDICINE
AWARDS

With thanks to our category sponsors: GETHARLEY VIVACY LONDON Dermapenworld


aesthetic
MEDICINE
INSPIRING BEST PRACTICE IN MEDICAL AESTHETICS
FACE THE FUTURE
It's been a big year for the facelift. How will it evolve in 2026?
THE LONG GAME
What you need to know about biostimulators - the injectable of the moment
FROM ADDICTION
TO AESTHETICS
EMMA WEDGWOOD'S INSPIRING STORY OF RENEWAL AND RECOVERY, FROM ICU NURSE TO AESTHETIC PRACTITIONER, HELPING OTHERS DISCOVER THEIR WORTH
PROFESSIONAL BEAUTY GROUP
November/December 2025 | aestheticmed.co.uk

EDITORIAL
Kezia Parkins, editor
Kezia.p@thepbgroup.com
+44 (0) 203 728 9064

Vicky Eldridge, consultant editor
Vicky.e@thepbgroup.com
+44 (0) 7931 924 322

Connie Cooper, editorial assistant
Connie.c@thepbgroup.com
+44(0) 2033265211

Ellen Cummings, contributing reporter

Eve Oxberry, head of editorial

ADVERTISING
Lisa Morrin
Lisa.M@thepbgroup.com
+ 44 203 728 9065

MARKETING
Meghna Patel
Meghna.p@thepbgroup.com
+44(0)203 841 7364

PUBLISHER
Mark Moloney
Mark.m@thepbgroup.com
+44(0) 207 349 4790

DESIGN
Blue Concept Media
design@blueconceptmedia.com

PRODUCTION
CCM
Aestheticmedicine@ccmediagroup.co.uk

PRINTING
Buxton Press
buxtonpress.com

SUBSCRIBE
Annual subscription UK: Print £44,
DD £39.50, Digital £10.
Europe: £59; outside Europe: £67.50.
To receive your copy of *Aesthetic Medicine*
every month call 01371 851875 or visit
escosubs.co.uk/aestheticmedicine

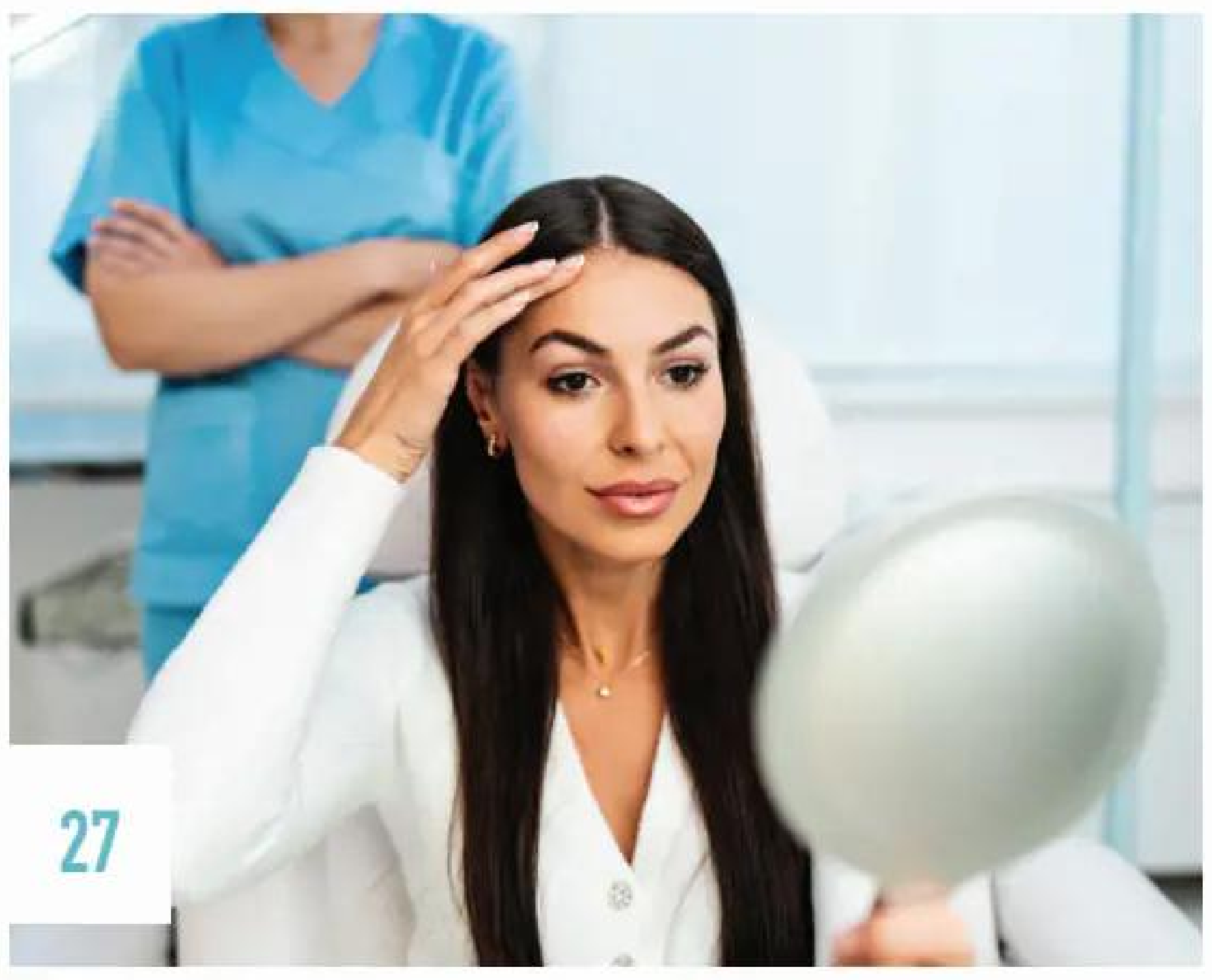
The publisher accepts no responsibility for any advertiser whose advertisement is published in *Aesthetic Medicine*. Anyone dealing with advertisers must make their own enquiries.

Professional Beauty Group
25 Allington House, High Street
Wimbledon Village, SW19 5DX

30

November/December Contents

22


27

8 MEET THE EXPERTS
Meet our editorial advisory board

10 HOT OFF THE PRESS
The latest industry news

16 OUT AND ABOUT
Highlights from the industry calendar

22 EMMA WEDGWOOD
Kezia Parkins spoke with aesthetic nurse prescriber Emma Wedgwood, who revealed how her recovery from addiction inspired her to help others regain their confidence.

27 BIOSTIMULATORY FILLERS
Ellen Cummings asks our experts about how biostimulators are shaping the future of regenerative treatments

30 THE FUTURE OF THE FACELIFT
2025 has been a huge year for facelifts and surgical transparency, but how will it evolve in 2026?

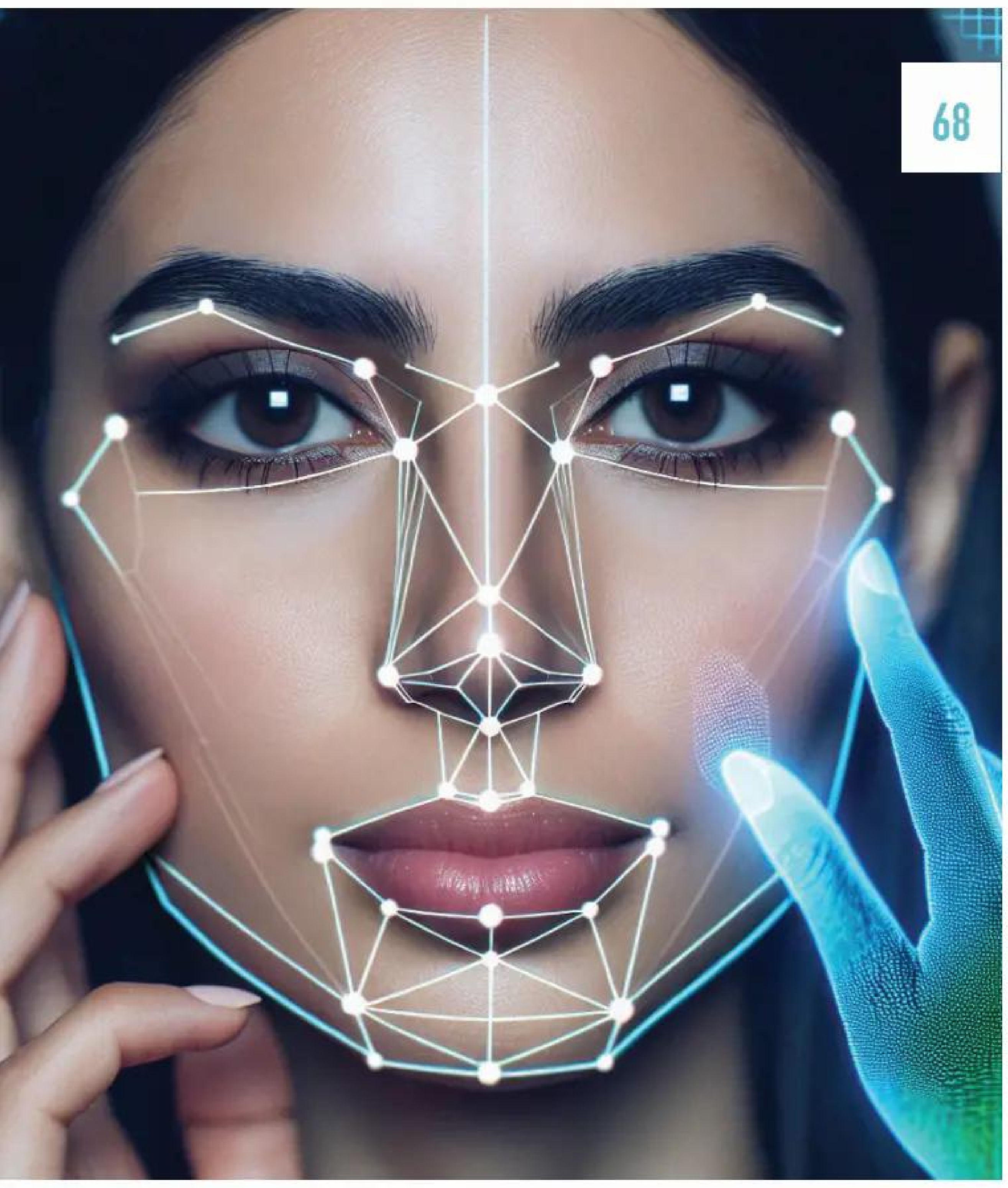
34 VASCULAR OCCLUSION
Dr Hayder Ria, medical lead for Harley Street Dermal, treats a vascular occulusion on a male patient, who experienced complications after receiving hyaluronic acid filler in his chin.

37 EXO-COMPLICATIONS
Regenerative expert, nurse Claudia McGloin, investigates the complications involved with human-derived exosomes

38 MALE SKIN TRANSFORMATION
Independent nurse prescriber Yuliya Culley, discusses a multi-modality approach to creating a long-term skin management plan for a male in his mid-40s

43 AUTOIMMUNE DISEASE AND THE SKIN BARRIER
General practitioner Dr Ginni Mansberg, explains what aesthetic practitioners need to know about autoimmune disease and how it affects the skin

44 WIAM
Our WIAM board discusses the discomfort around pricing and assigning a monetary value to the services they provide.



48 2026 TRENDS
We investigate the upcoming trends for the next year and delve into how 2026 looks set to be a year defined by integration, innovation, and intelligent refinement

50 SCOTT SAYS
Independent nurse prescriber Julie Scott reflects on how pushing the boundaries opened the door to confidence, growth, and success in her career

52 BIRD'S THE WORD
Amy Bird reflects on this year and discusses how 2026 is crunch time for regulation, evolution, and evidence in the era of regeneration

55 ALWAYS ON
Lisa Kelly discusses how web tools and AI are the future of time saving in the clinic

56 MARKETING UNDER THE LENS
Reena Sandhu explains how to navigate marketing your aesthetic services in a new era of regulation and advertising rules

59 ASK THE EXPERTS
Anna Miller advises how managers can support their staff through mental health struggles

61 TREATMENT NEWS
Kezia tries a Teoxane facial in the brand's home town of Geneva Switzerland and Chloe Monina gets ready for 40 with Alexandra Mills and Croma

65 PRODUCT NEWS
The hottest product launches

68 ARTIFICIAL AESTHETICS
Dr Jonquille Chantrey examines the rise of AI, and how the future of AI can be useful and ethical in aesthetic medicine

71 5 TO FOLLOW
Looking for innovative injectors? These five injectors are leading the way with their inspirational services

80 ASK ALEX
Alex Bugg also investigates the ethics of AI imagery and how and when it should be harnessed for marketing

DEAR READERS

It feels incredible to write my first official Editor's Letter. Over the past few months, I've been finding my feet and getting to know the role and sector. I've had the pleasure of crossing paths with so many amazing doctors, nurses, and dentists - all of whom have been incredibly kind and supportive as I take on this new challenge.

I also want to extend a huge thank you to our new Editorial Assistant, Connie Cooper, who has taken the bull by the horns in her first journalistic role.

In this November/December issue, I had the privilege of speaking with Emma Wedgwood, nurse practitioner and independent prescriber. After hearing her story of recovery, I knew it was one that needed to be shared. Her journey is a powerful reminder that addiction does not discriminate and that it is never too late to rebuild your life and career for the better.

This issue also reflects on one of the biggest trends of 2025: the facelift. Once considered an overt and invasive procedure, it has evolved dramatically, thanks in part to celebrity transparency. I spoke with leading UK surgeons about this evolution and exciting innovations such as the "Wide Awake Facelift."

We also took a deep dive into the world of biostimulators, another treatment that has defined the sector this year. Keeping an eye on what's next, we also explore the trends set to shape aesthetics in 2026.

We're thrilled to welcome Julie Scott's first column, *Scott Shares*. Each month, the nurse practitioner and independent prescriber will offer her reflections on life, her career, and the evolving aesthetics landscape, providing you with actionable advice to grow as a practitioner.

I hope you enjoy this issue as much as we've enjoyed putting it together. As always, thank you to our brilliant contributors, and to you, our readers.

Editor, Kezia Parkins

MEET THE **EXPERTS**

The *Aesthetic Medicine* editorial board's clinical expertise and diverse range of specialities help ensure the magazine meets the needs of the readers. In this issue, we have received guidance from the following members:

AMY BIRD

Amy Bird is an aesthetic nurse practitioner with over 10 years of nursing experience. She is the founder of KAST and chair of the British Association of Medical Nurses. Bird earned her Bachelor of Nursing in 2010 and found her passion in plastic and cosmetic surgery. She has worked with injectables, lasers, and non-invasive treatments for over seven years.

CLAUDIA MCGLOIN

Claudia McGloin is a registered nurse and holds dual registration in both the UK and Ireland. With over 26 years of nursing experience, 12 of which are solely in aesthetic medicine, McGloin is the clinical director and specialist nurse at The New You Clinic in Sligo. McGloin also runs Medical Aesthetics Courses training academy.

DR MAYONI GOONERATNE

Dr Mayoni Gooneratne is the founder and medical director of Human Health and SkinFit, which she created to help women truly thrive inside and out. A former NHS colorectal and pelvic floor surgeon, she realised how little women knew about their health and felt that conventional healthcare structures kept people moving towards illness, prompting her to create The Clinic by Dr Mayoni.

TRACEY DENNINSON

Tracey Dennison is the consultant nurse practitioner at East Riding Aesthetics and Wellness, a multi-award-winning clinic which specialises in restorative and regenerative medical aesthetic treatments to give natural-looking, confidence-boosting enhancements. She has been nursing for over 30 years and is the Aesthetic Medicine Awards' Nurse of the Year 2023.

JULIE SCOTT

Julie Scott RGN, NIP, is an independent nurse prescriber, Level 7 qualified aesthetic injector, and trainer with more than 30 years of experience in the field of plastics and skin rejuvenation. She is an aesthetic mentor and international speaker, who has won the Aesthetics Awards 'Aesthetic Nurse Practitioner of the Year' in both 2022 & 2024.

TO VIEW OUR FULL EDITORIAL BOARD, VISIT AESTHETICMED.CO.UK

xeo+
CUTERA
Dr Ben Taylor

xeo+

THE EXPERT'S CHOICE FOR
LASER SEASON

Features Cutera's Signature
LASER Genesis®
Treatment

Trusted by leading UK & Ireland clinics, xeo+ helps tackle the most common pigmentary and vascular concerns after sun exposure.

As summer fades, patients often see pigmentation, redness, and early signs of ageing. xeo+ offers fast, effective solutions to restore clarity, confidence, and an even skin tone.

Before
After 5 Txs

Laser Genesis Treatment

Photos Courtesy of Dr Tahl Humes
Patient results may vary.

Before
After

Limelight

Photos Courtesy of Mira Kaga, MD.
Patient results may vary.

Before
After 3 Txs

Nd:YAG

Photos Courtesy of Vein Institute and Medical Spa,Inc.
Patient results may vary.

"Having worked in laser medicine for many years, i've seen how dramatically Intense Pulsed Light (IPL) has advanced. The xeo+ represents a leap forwards, delivering 3 wavelengths without the need to change filters, and offering the kind of power an consistency that older IPL couldn't match."

Dr David Eccleston
MEDIZEN

CUTERA® Visit **cutera.co.uk** or email **info.uk@cutera.com** for more information.

HOT OFF THE PRESS

Scottish Government announces a Non-Surgical Cosmetic Procedures Bill

The Scottish Government has announced plans to introduce the Non-Surgical Cosmetic Procedures Bill, aiming to strengthen regulation across the aesthetics industry.

As it stands, the Bill proposes that certain defined non-surgical procedures will only be permitted to be carried out in a registered healthcare setting.

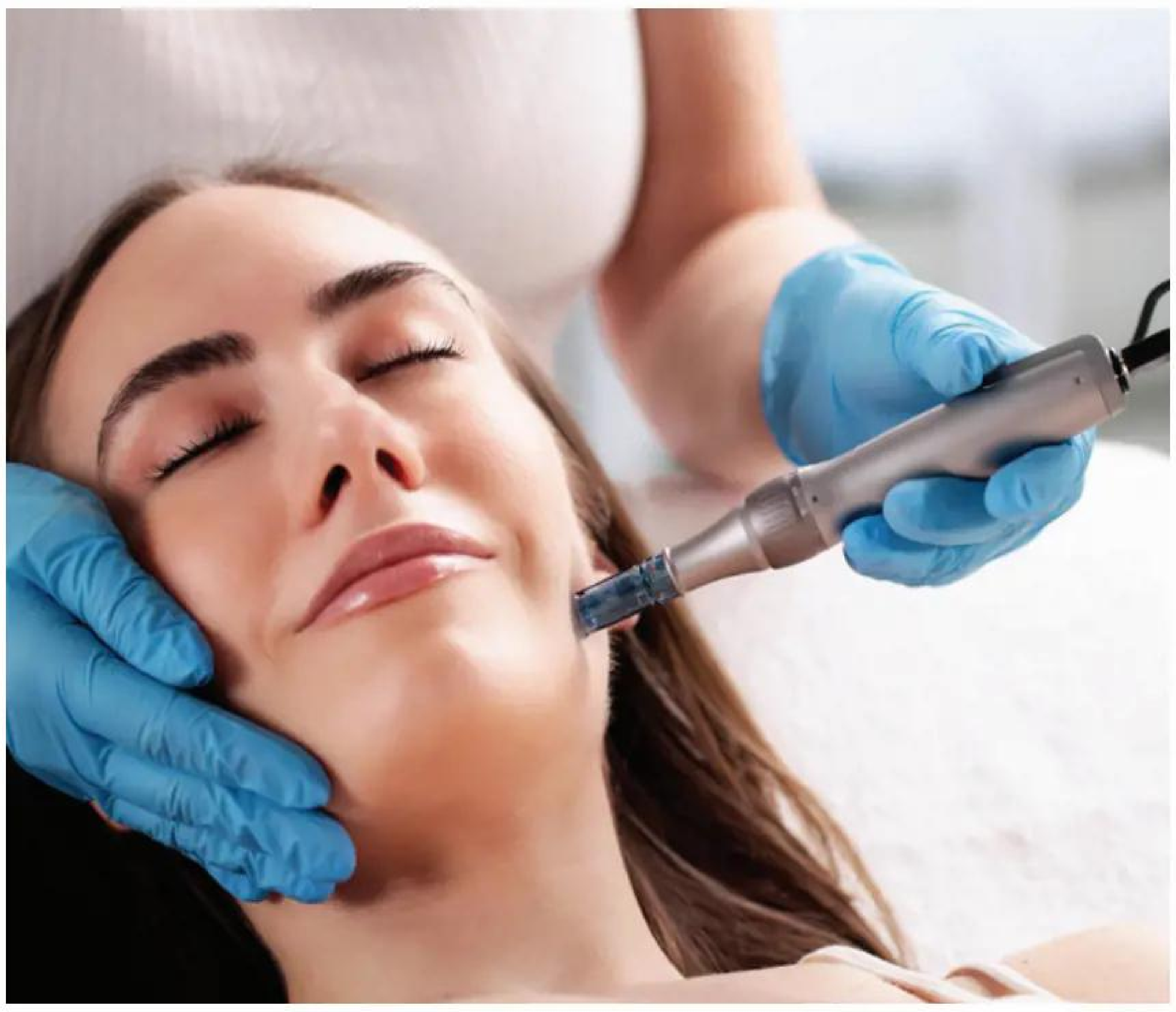
The Bill also prohibits any individuals under the age of 18 from having any non-surgical cosmetic procedures.

The following procedures will be regulated: ablative laser treatments, cellulite subcision, chemical peels, dermal microcoring, injectable procedures, intravenous procedures, microneedling, and thread lifts.

The Bill also makes it a crime to provide a non-surgical procedure in non-permitted premises.

The Bill defines the permitted premises as the following: an independent hospital that is registered with Health Improvement Scotland (HIS); an independent clinic registered with HIS – where the services are provided by a registered medical or dental practitioner, a registered nurse or midwife who is an independent prescriber or a pharmacist independent prescriber; or GP and dental practices which provide NHS services and registered pharmacies, which are exempt from the requirement to register with HIS.

HIS will have the powers to enter and search premises where there is a suspicion that these procedures are being carried out in breach of these offences.



The Scottish Government is encouraging responses from relevant individuals, who can submit their responses until November 14, 2025 and has stated that the Bill will be progressed during the current session of the Scottish Parliament, which is scheduled to conclude in May 2026.

Landmark VAT ruling could reshape how aesthetic treatments are classified

A recent Upper Tribunal judgment is expected to reshape how VAT is applied to aesthetic and cosmetic treatments performed by medically registered practitioners in the UK.

The case, involving Illuminate Skin Clinics founded by Dr Sophie Shotter, challenged an earlier HMRC decision on whether certain non-surgical aesthetic procedures could be treated as VAT-exempt medical care.

While the Tribunal did not rule in Illuminate's favour, it overturned the original First-Tier Tribunal decision and ordered the case to be reconsidered, issuing detailed guidance likely to influence future VAT assessments.

Central to the ruling is a treatment's principal purpose – whether it is primarily therapeutic or cosmetic. Procedures addressing a diagnosed medical or psychological condition may qualify as medical care and be VAT-exempt, but those for aesthetic enhancement alone will not.

The Tribunal emphasised the need for clear, evidence-based diagnosis, credible clinical justification for psychological claims, and that exemptions apply only when practitioners act within their medical registration.

It further confirmed that VAT decisions require a multi-factorial analysis, considering all clinical and contextual factors.

The case now returns to the First-Tier Tribunal, with the JCCP noting that the outcome could set a major precedent for the aesthetics industry.

Discover the Future of Laser Hair Removal

Introducing the Zemits Quidion 3W, a revolutionary diode laser system that redefines hair removal and skin rejuvenation. Powered by innovative QDC™ technology, it delivers outstanding results with maximum comfort for your clients.

ZEMITS
ZEMITS

- Minimal discomfort
- Fast treatment
- Reduces pigmentation
- Improves skin colour and tone

ZEMITS
QUIDION
ZEMITS

By choosing Zemits Quidion 3W, you're not just investing in a laser; you're upgrading your entire aesthetic practice. This advanced, multifunctional laser allows you to offer high-demand services that keep your salon competitive in a rapidly evolving market.

Zemits Quidion 3W Advantages

- Build-in system for clients' records and appointments.
- 2 in 1: skin rejuvenation and hair removal.
- Large touch screen with bespoke and SMART pre-set settings with optimal parameters.
- Light emitter lifetime up to 50 millions pulses.
- Potential income £365,000 a year.
- Five-level cooling system for client comfort and device safety.
- 3 wavelengths for precise result: 755 nm Alexandrite, 808 nm Diode, 1064 nm Nd YAG.

Bring profit back to your salon.

Contact us today:
020 4532 5922

ZEMITS
Excellence in aesthetic innovation

NEWS IN BRIEF

The Editor's List Live returns for 2026

The Editor's List Live returns on Sunday January 18, 2026, for an ultimate immersive day in beauty and aesthetics.

Head to Ladbroke Hall, Notting Hill, to meet leading doctors, dermatologists and wellness experts for bespoke one-to-one advice, mini treatments, and live demos. Book now at editorslist.co.uk

Teoxane appoints Joanna Underhill as general manager for the UK and Ireland

Teoxane has appointed Joanna Underhill as general manager for the UK and Ireland. Underhill brings extensive industry expertise. Her appointment marks a new chapter as Sandra Fishlock steps down after 15 years with the company.

The British College of Aesthetic Medicine welcomes new trustees

BCAM has appointed Dr Matin Ahmadi and Dr Rebecca Norman to its Board of Trustees. Both bring extensive experience, a passion for patient safety, and a commitment to clinical excellence. Their appointments will help shape the future of aesthetic medicine and strengthen BCAM's role as the leading voice of the profession.

Zenoti launch AI Receptionis

Zenoti has launched AI Receptionist, a new always-on, AI-powered call answering and customer engagement function designed to reduce missed calls, optimise revenue opportunities and enable clinics to deliver a more personalised, efficient service.

Sector responds to BBC investigation into the "Botox Black Market"

The BBC has released a scathing exposé into Britain's "Botox Wild West", uncovering a world where profit trumps patient safety.

The documentary follows a spike in UK botulism cases and features experts including nurse prescriber Cheryl Barton, who warned, "People have died from Botox. It is that serious of a drug."

Undercover BBC journalists caught rogue professionals breaking rules for financial gain. One nurse sold prescriptions via WhatsApp; a pharmacist advised falsifying records; and a fake doctor bragged about illegal "Botox parties", injecting thousands with unlicensed Korean toxin and selling drugs from his car boot.

The British Association of Medical Aesthetic Nurses (BAMAN) condemned nurse prescriber Sally Jackson, filmed offering to sell botulinum toxin prescriptions without patient consultations, calling the behaviour "unethical, unsafe, and in breach of NMC standards".

BCAM's "Vet It Before You Get It" campaign urges patients to ask vital safety questions before booking a consultation.

The British College of Aesthetic Medicine (BCAM) has launched its "Vet It Before You Get It" campaign to help patients stay safe when seeking aesthetic treatments.

The initiative encourages people to send clinics a short questionnaire before booking consultations, allowing them to ask difficult questions and confirm practitioner credentials in advance.

BCAM president Dr Sophie Shotter stresses the need for stronger UK regulations to prevent complications from unqualified practitioners performing aesthetic procedures.

Until tighter rules are in place, she urges the public to take precautions by ensuring treatments are carried out only by qualified doctors, dentists, or nurse prescribers.

The campaign aims to boost patient confidence, promote transparency, and help individuals choose ethical, medically trained professionals before committing to any aesthetic procedure.

Family outraged as 'Lip King' sells illegal weight loss injections after fatal non-surgical BBL

Following the death of mother-of-five Alice Webb after a liquid Brazilian butt lift (BBL), her family has expressed outrage that beauty therapist Jordan James Parke, arrested on suspicion of her manslaughter, is still selling weight-loss jabs online while on bail.

Webb died on September 24, 2024 at Gloucestershire Royal Hospital after complications from a non-surgical BBL at Studio 23 clinic in Gloucester.

TikTok
Facebook
Instagram

The treatment, which uses hyaluronic acid fillers, is marketed as a safer alternative to surgery but remains largely unregulated.

Parke, operating as "The Lip King Aesthetics", continues to promote £200 weight-loss injections and teeth-whitening kits.

Webb's family has called for "Alice's Law", a campaign with Save Face to ban liquid BBLs from beauty salons.

The UK Government has pledged tighter regulation, restricting such procedures to qualified healthcare professionals.

ASA announces updated enforcement notice issued on weight-loss prescription medicine ads

The ASA has issued an updated enforcement notice banning ads for prescription-only medicines (POMs) used for weight management across all media, including social platforms.

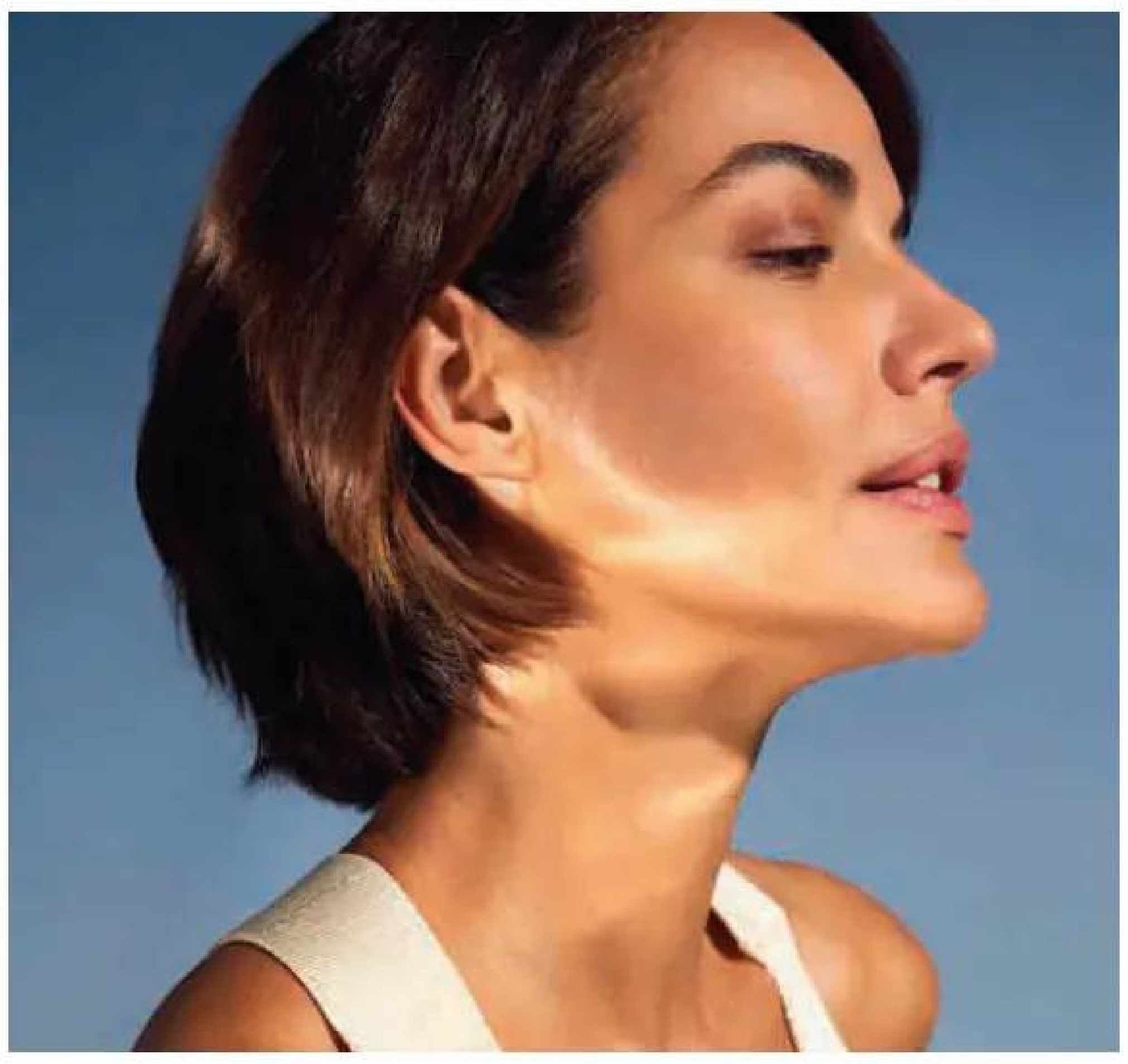
The notice prohibits the use of POM names, images, or descriptors and warns against linking non-POM ads to POM promotions.

Professionals may promote weight loss consultations only if POMs are not mentioned. The CAP Compliance team will use AI-assisted monitoring to detect breaches, which may lead to content removal, account sanctions or referral to regulators.

The MHRA and GPhC can take enforcement action against those failing to meet advertising or professional standards.

Research reveals sleep and stress are top factors affecting Brits' skin quality

A new Teoxane report on skin quality found that among 2,157 UK women aged 18-75, 47% regularly suffer from stress and 43% don't get enough sleep – key factors affecting skin health. Lack of exercise is also common, with 43% not staying active.



Other key findings from the report:

- Over half of the UK say that their skincare routine helps them to relax (54%)
- Using skincare products or treatments makes women in the UK feel more confident (65%)
- 73% of the UK choose skincare products or treatments for long-term skin benefits, whereas 55% choose skincare or treatments for immediate results
- 74% of the UK stick to products they know work, but men are more likely than women to try new ones
- 55% of the UK say that the ingredients are more important than the brand
- Over a third of the UK (41%) are using skincare containing hyaluronic acid

Urban life triples inflammation in sensitive skin, new study reveals

New research from Galderma reveals that urban living triggers nearly three times more inflammation in sensitive skin, underscoring the impact of modern lifestyles on skin health.

The clinical study of 150 Chinese women found that those with sensitive skin in cities showed almost triple the levels of prostaglandin E2 (a key inflammatory marker) compared to those in rural areas.

Urban participants also exhibited 16% higher oxidative stress and increased stress-induced sebum production.

Sensitive skin was linked to more visible pores, uneven tone and dark spots. With up to 70% of people worldwide affected- and cases rising 68% in two decades – findings highlight pollution, stress and poor sleep as key aggravators.

Experts urge beauty professionals to view sensitive skin as a distinct biological condition and to focus treatments on barrier repair, inflammation, oxidative stress and photoageing prevention.

NEWS IN BRIEF

BCAM announce new ambassadors

The new BCAM ambassadors are medical lawyer Chrissie Wolf and independent nurse prescriber Julie Scott. BCAM's ambassadors work to champion BCAM's mission to promote safe, ethical aesthetic medicine, elevating standards, empowering clinicians, and protecting patients every step of the way.

Dr Hennessy to lead new Manchester aesthetics clinic

Dr Stephen Hennessy is bringing 25 years of experience to MyAesthetics Clinic as medical director. He is recognised across the UK for his precision techniques, advanced injectables expertise and commitment to natural results.

The Cadogan Clinic launches specialist general practice weight management service

Among increasing demand for medical weight loss and body contouring, The Cadogan Clinic has launched its new GP-led programme offering patients clinically supervised, sustainable routes to weight loss. The launch comes in response to a 300% increase in post-weight-loss surgical cases at the clinic over the past 12 months.

Claudia McGloin makes history as the first nurse invited to speak at Bahrain Dermatology, Laser & Aesthetics

Representing Ireland on the international stage, Claudia McGloin delivered her presentation, "Advancing Innovative PRP Applications in Regenerative Medicine: From Emerging Research to Clinical Impact". Her talk highlighted the bridge between cutting-edge research and practical clinical outcomes.

NEWS IN BRIEF

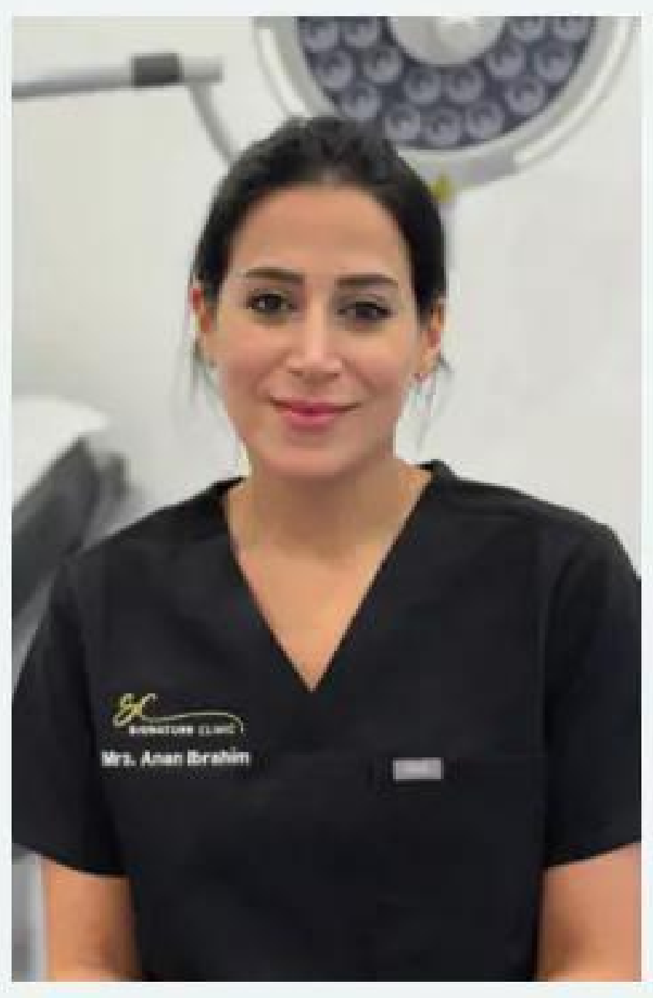
Mention Me's newly appointed chief executive unveils AI-driven influencer solution

The acquisition platform for beauty and fashion brands has appointed Wojtek Kokoszka as chief executive officer, tasked with leveraging Mention Me's AI capabilities with the launch of Mention Me Influencer.

Fillmed Laboratoires UK announces new regional sales manager

Becky Hayward has been welcomed to the company as regional manager for East Anglia & the North bringing with her over 15 years of experience spanning both clinical and commercial roles.

Signature Clinic expands with new Liverpool clinic



Following the success of operating as a satellite hub from Manchester since 2024, Signature Clinic is proud to announce the official opening of its brand-new, purpose-designed clinic in the heart of Liverpool. Offering patient-centred care in a relaxing environment for cosmetic surgery.

BTL files patent infringement lawsuit against WonderFace device

BTL Group announced that it has initiated an international patent infringement action against Lexter Microelectronic Engineering Systems S.L., the manufacturer of the WonderFace device. "We will defend our intellectual property. This lawsuit marks the beginning of our broader effort to take legal action against any third party that we believe infringes upon our innovations," said Tomas Schwarz, chief executive of the BTL Enterprise Group.

BAMAN brings Spring Symposium to Aesthetic Medicine London '26

BAMAN Spring Symposium will take place as part of Aesthetic Medicine London on May 8-9, 2026 at Olympia London.

The BAMAN Spring Symposium will feature a full clinical agenda along with advanced live demonstrations where leading practitioners will share the latest advancements and insights within the medical aesthetics field.

Mark Moloney, managing director of Aesthetic Medicine, said, "This collaboration highlights our shared commitment to advancing standards in aesthetic practice and providing a platform for medical aesthetic nurses through world-class education and networking."

Meno-fessions: survey shines light on relatable menopause symptoms

Marking Menopause Awareness Month with humour, a new survey from Hervitality captures the relatable side of menopause and the growing openness surrounding it. The survey found: among 1,000 menopausal women surveyed, 66% reported hot flushes in public, 62% lost their train of thought, and 46% forgot names due to "brain fog."

Emotional outbursts affected 42%, often leading to funny or embarrassing moments. It also found that women are becoming more comfortable discussing their symptoms with 61% saying they would speak about them openly.

The campaign's "Meno-Fessions" invite women to share these experiences- from cracking eggs into the bin to asking for "copulation" instead of "cooperation".

Dr Megha Dhavale notes that behind every statistic are real women with real stories, and finding humour helps break stigma and foster connection.

Growing social pressures to lose weight amid rising weight-loss injection costs, research reveals

A new GP Nutrition survey of 2,004 UK adults found that 43% feel more pressure to lose weight than two years ago, with 31% citing changing body trends as a major influence. Fashion and beauty standards (23%), social media (20%), and celebrities (18%) were also key contributors to negative body image.

The rise in weight loss injections reflects this growing pressure as one in five respondents have tried or considered them for rapid results. While 20% used them under medical advice, 41% sourced injections online without prescriptions, and 35% obtained them through friends or family.

Experts stress that such medications must be prescribed and monitored by professionals.

ELEVATING CLINICAL PRACTICE: *Treating Oxo-Inflamm-Ageing*

Consultant dermatologist, **Dr Angela Tewari**, explains why she uses SkinCeuticals to treat patients with a disrupted skin barrier.

DR ANGELA TEWARI

Dr Angela Tewari is a consultant dermatologist and founder of Dermatology Studios, a medical and aesthetic dermatology clinic in Chelsea.

In her clinic, she treats a variety of skin conditions that require a clinical diagnosis, as well as patients who are keen to look rejuvenated and refreshed. She also assesses and removes moles.

She believes it is important to understand that a disrupted skin barrier plays a key role in the rise in inflammation and a disruption in skin health and has chosen to partner with SkinCeuticals as she feels the science behind the products mirrors what she needs in her dermatology clinic.

ADDRESSING OXO-INFLAMM-AGEING AND BEYOND

Longevity and oxidative stress promote what we call oxo-inflamm-ageing, which is behind not only skin ageing but also certain inflammatory skin conditions such as psoriasis. Thus, using the right antioxidant for all my patients can not only kick start replenishing the skin barrier but also mitigates downstream skin complaints.

STRATEGIC INTEGRATION FOR OPTIMAL PATIENT OUTCOMES

The SkinCeuticals team is wonderful, and I have chosen specific routines tailored to the dermatological diagnoses that I make in clinic, alongside evidence-based dermatology medications.

With aesthetic treatments such as injection-based therapies or microneedling, there are certain products that help optimise these treatment outcomes.

SkinCeuticals RGN-6 stands out as an exceptional anti-inflammatory treatment cream. RGN-6 is ideal for use after procedures that trigger an inflammatory response and stimulate skin cell rejuvenation, and it is also highly beneficial for inflammatory skin conditions such as rosacea or for conditions involving a disrupted skin barrier, including perioral dermatitis.

My patients have a tailored SkinCeuticals consultation, selecting the most suitable skincare to support their skin concerns.

They can purchase these products during their visit, and any recommendations are followed up on and tailored regularly.

SkinCeuticals
ADVANCED
RGN-6

CONTINUE THE CONVERSATION: JOIN MY UPCOMING WEBINAR

For those interested in delving deeper into the specific dermatological conditions I treat in my clinic, I would love to invite you to my upcoming CPD accredited webinar with SkinCeuticals:

"BEYOND REDNESS: UNDERSTANDING AND MANAGING THE ROSACEA-PRONE COMPLEXION"

Scan the QR code to register:

Date: November 19 Time: 1:30 PM - 2:30 PM

During this session, I will discuss the latest insights into rosacea, offering practical approaches to diagnosis, treatment, and long-term management, including how advanced skincare can support clinical interventions.

OUT & ABOUT

TEOXANE PRESS TRIP

Geneva, Switzerland

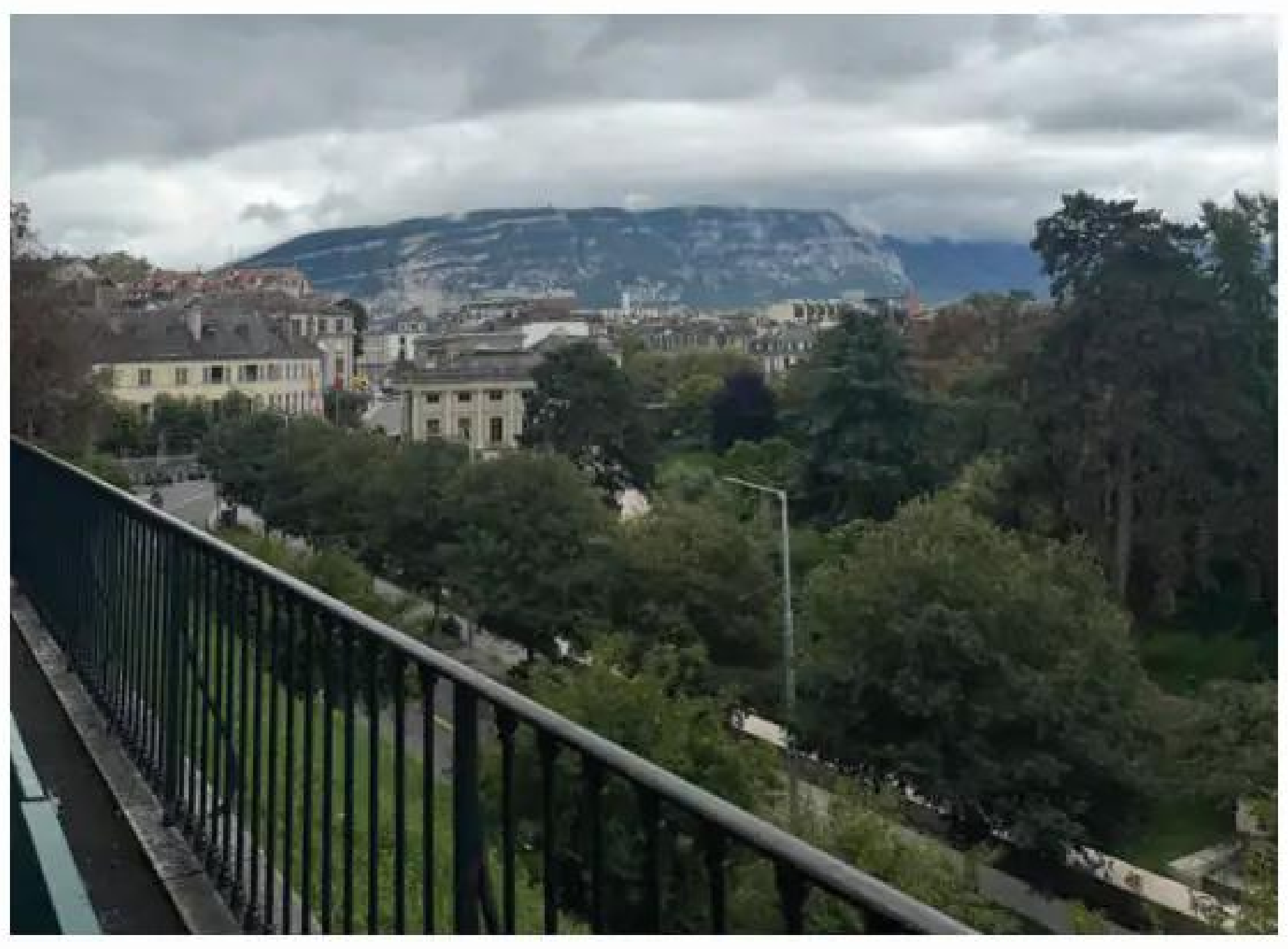
Kezia was invited to an exclusive trip to Geneva with Teoxane to discover the science behind hyaluronic acid.

Upon arrival in Geneva, a private transfer took guests to their home for the stay – Hotel Longemalle – to drop off bags before a private tour to explore the historic corners of the sophisticated Swiss city.

Over the course of the two-day trip, guests enjoyed curated experiences at Teoxane's Geneva HQ and delicious dinners enhanced by expert insights from the brand's international team and key opinion leaders, including the wonderful Dr Silvia Carboni. Dr Carboni introduced the concept and importance of 'skin quality' and how Teoxane's portfolio can help achieve it.

During the factory visit, guests learned about the brand's manufacturing and cross-linking techniques, then got an immersive look at the R&D department and a first glimpse of some exciting launches coming out in 2026. Attendees also experienced a relaxing and rejuvenating facial with Teoxane skincare. Read about Kezia's experience on page 61.

RHA Collection
BY TEOXANE
RHA®3
RHA®4



BAMAN CONFERENCE

The Eastside Rooms, Birmingham

Editorial assistant Connie Cooper and advertising manager Lisa Morrin attended the annual British Association of Medical Aesthetic Nurses Autumn Aesthetic (BAMAN) Conference.

The event was held in The Eastside Rooms in Birmingham and hosted over 350 medical aesthetic nurses for two days of education, demonstrations, and networking.

In the lecture hall, BAMAN chair Amy Bird introduced the event before visitors enjoyed a variety of discussions surrounding industry updates, innovations, and expert-led presentations.

Some of the standout talks included Paula McLaren's discussion on what the NMC's new guidance means for aesthetic prescribers and Dr Raquel Amado and Amy Bird's talks on how to embrace change and innovation.

Outside the conference room, more than 30 inspiring exhibitors shared their latest launches with visitors. It was a great opportunity to catch up with so many leading brands and network with amazing professionals.

Next year, BAMAN's Spring Symposium will take place as part of Aesthetic Medicine London on May 8-9, 2026, at Olympia London.

baman
British Association of Medical Aesthetic Nurses
2025
Autumn Aesthetic
CONFERENCE
The Eastside Rooms, Birmingham
The Voice of Medical Aesthetic Nurses

Ultimate A
ESK

ESK LAUNCH EVENT

The Langham, London

Dr Ginni Mansberg, founder of ESK Evidence Skincare, dropped into the UK all the way from Australia while on her global tour. With her was Hollywood actress Selma Blair, who became an ambassador for the brand after they discovered the products were the only ones her skin could tolerate. The star suffers from autoimmune condition multiple sclerosis, which meant her skin became inflamed and impaired until she found a solution.

Kezia and Ellen Cummings were invited to celebrate ESK's partnership with Blair and the new product Ultimate A Gold at an exclusive dinner at The Conservatory at The Langham.

During the drinks reception, the UK press rubbed shoulders with Blair, who shared all about how her condition affects her and got to know Scout, her dedicated assistance dog, who stole the show.

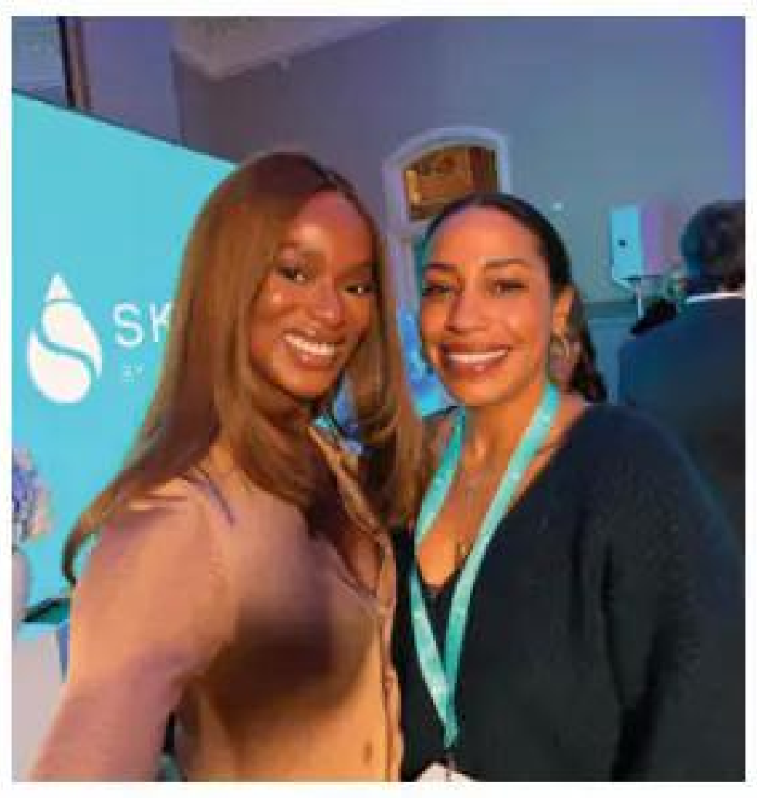
Guests enjoyed a delicious three-course meal and an insightful, honest and funny presentation from Blair and Mansberg about their exciting partnership and the science behind the new product.

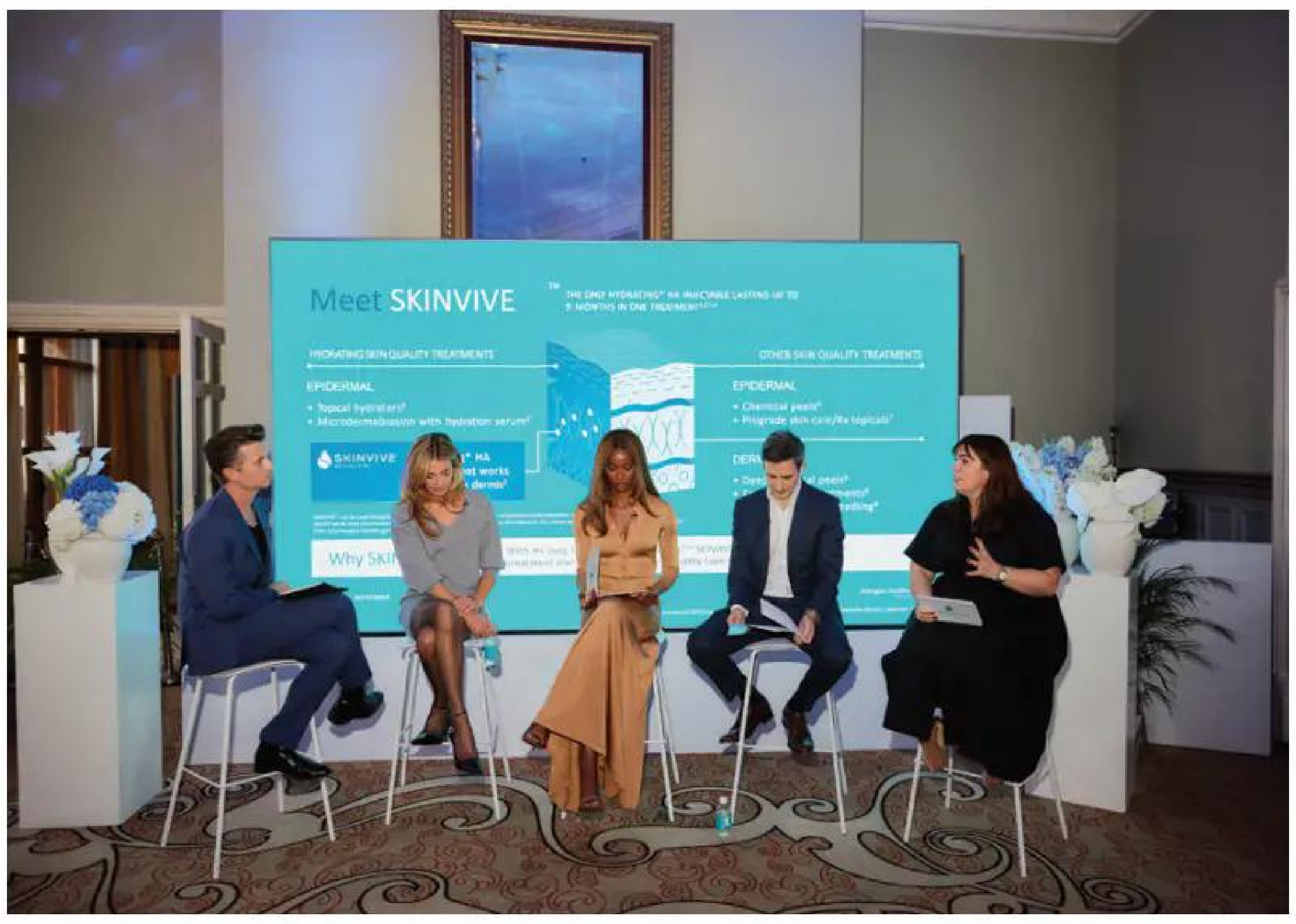
ALLERGAN SKINVIVE LAUNCH

St Pancras Renaissance, London

Kezia attended Allergan Aesthetics' launch of its new hyaluronic acid injectable, Skinvive, at The Renaissance Hotel. After a champagne and cocktail reception, guests got to experience a lively panel discussion on the evolving landscape of skin quality and hydration.

On the panel were TV presenter Cat Deeley, who shared her personal skin journey, social media star Dr Ewoma Ukeleghe, Dr Glyn Estebanez, expert in facial harmonisation and aesthetic medicine, and award-winning aesthetic doctor Dr Sophie Shotter.





DISCOVER THE FULL POTENTIAL OF INMODE TECHNOLOGY

MORPHEUS8 *burst* MORPHEUS8 *burst deep*

VASCULAZE MAX DIOLAZE MAX *xl* FORMA LUMECCA *peak*

MAX OPTIMAS

Give your patients the unparalleled results they expect.

Experience enhanced control, more power, and faster outcomes with our ultimate comprehensive solution.

INMODE
OPTIMAS MAX
by INMODE

Scan to read more from our UK team about the potential of Optimas Max

BOOK A DEMO

WWW.INMODEMD.CO.UK

INMODE

CANDELA, THE ART OF RADIENCE

The Chancery Rosewood, London

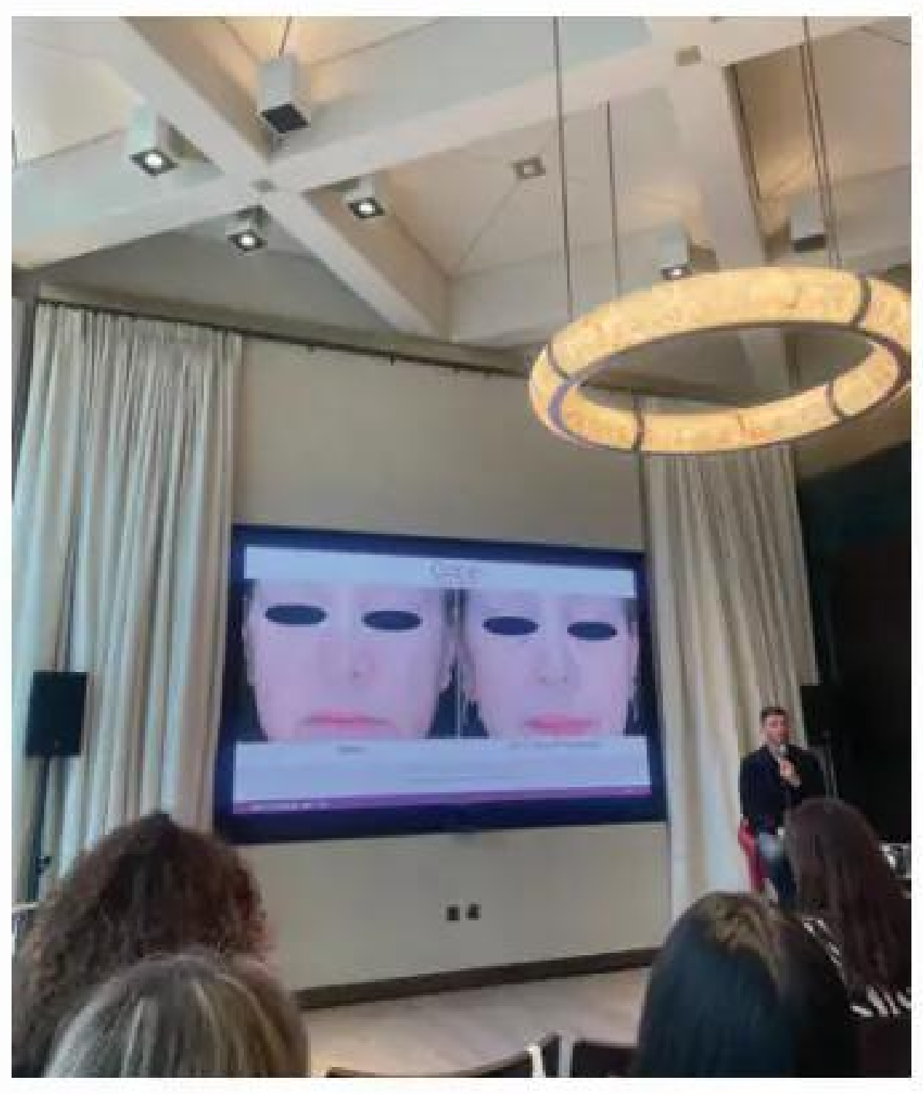
Connie visited The Chancery Rosewood for Candela's 'The Art of Radiance' event.

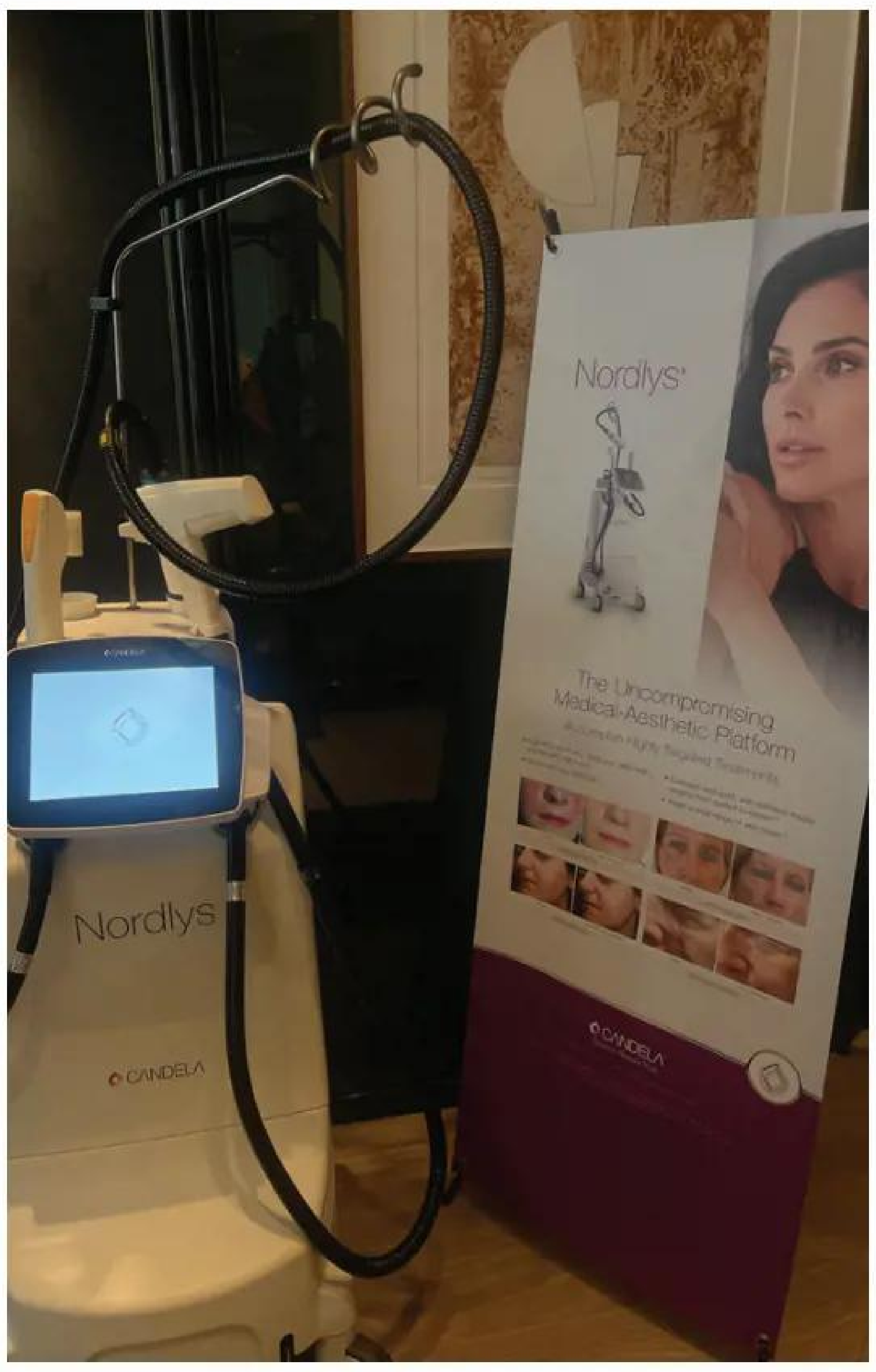
Industry professionals gathered at the newest premium venue to hear about Candela's latest innovations.

Guests were greeted with a brunch reception and a morning of networking with clinic owners, aesthetic professionals, and Candela customers. Following the brunch, Dr Sabika Karim introduced a range of esteemed speakers who spoke about how they use the devices to enhance their treatment offering and boost business.

Dr Sophie Shotter shared her experience trialling the Matrix, a multi-application RF skin platform. Dr Wassim Taktouk was a passionate advocate for Glacē, which he uses in his clinic, located in the hotel.

Finally, Professor Firas Al-Niaimi hopped straight off the plane to share about the many functions of the Nordyls device. It was interesting to learn about and witness firsthand the amazing results that these key industry figures achieved with the latest Candela products.





GALDERMA DINNER

Hotel Cafe Royal, London

Kezia and Ellen were invited to dinner at the opulent Hotel Cafe Royal with Galderma to learn more about their holistic approach to 'skin quality' and how combining tools like Sculptra and Restylane can help achieve it. Guests enjoyed a delicious dinner and cocktails, but not before an insightful presentation from Galderma's international faculty – Dr Sabrina Fabi, cosmetic dermatologist from the US and Dr Luiz Avelar, plastic surgeon and aesthetic practitioner from Brazil, who presented compelling case studies and discussed trending topics such as addressing skin laxity after GLP-1 weight loss.

SCULPTRA
Restylane

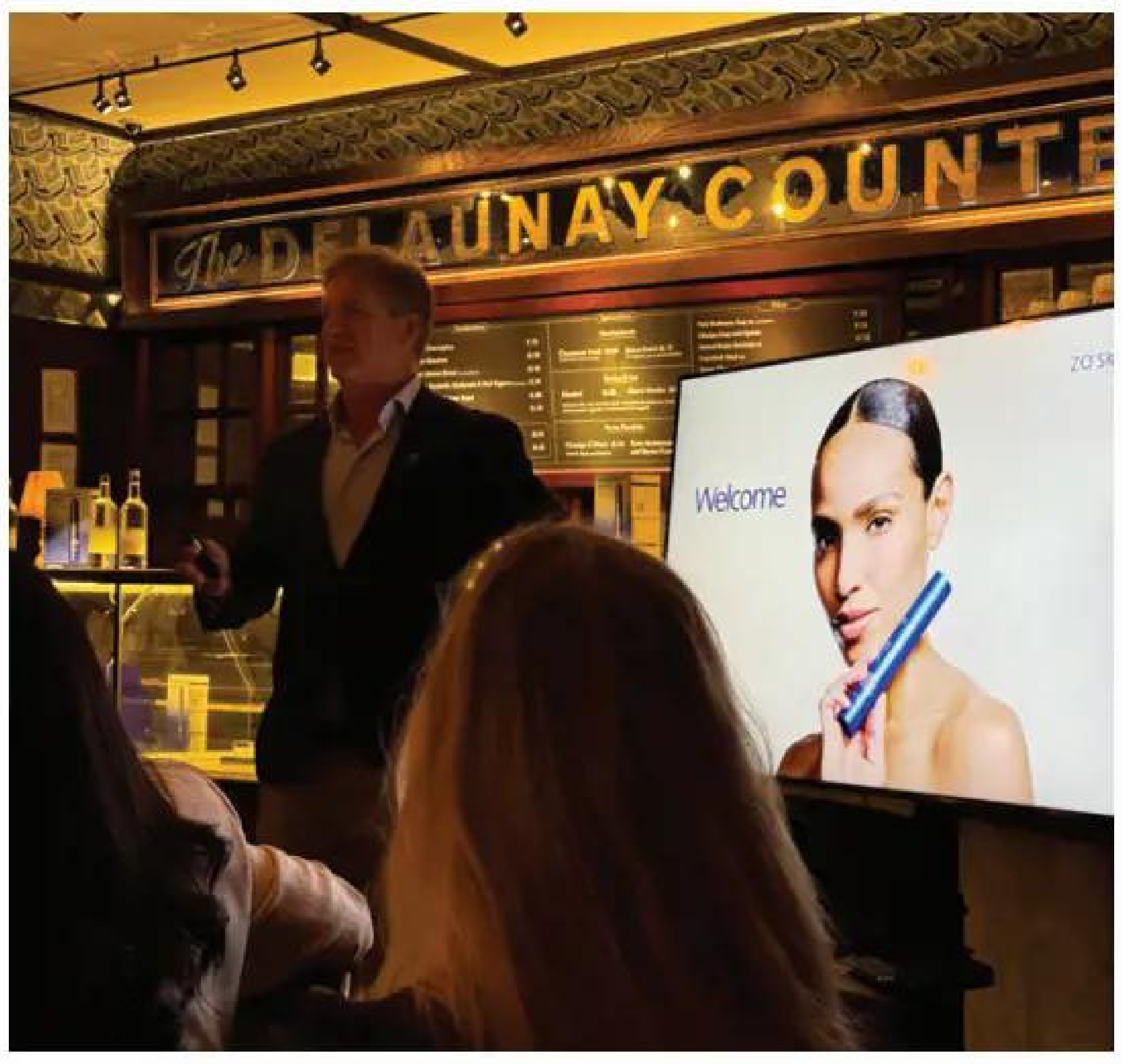
Which Glow On treatment addresses my skin needs?
GLOW ON

ZO PEPTIDE FACIAL REFINING CONCENTRATE LAUNCH DINNER

The Delaunay Counter, London

Kezia and Ellen joined ZO Skin Health for dinner at The Delaunay Counter to celebrate the launch of their new Peptide Facial Refining Concentrate.

Before a delicious meal and after a champagne reception beside the beautifully candlelit bar, guests heard about the brand's newest innovation from Dr Saleena Zimri, who discussed the product's formula and how its neuromodulating properties work to relax muscles with no needles.



The New Science of Sculpting
The Delaunay

UNLOCK HAIR REMOVAL FOR ALL SKIN TYPES

The ultimate dual-wavelength laser: With 5x zoom handpiece camera

Cryogen or Zimmer Option

5x zoom

BEAUTOLOGY
LASER SYSTEMS

Contact us today for a demonstration

☎ +44(0)1234 938045

✉ beautologysales@gmail.com

KOREA MEDITECH DINNER

Gallery Kiwa, Mayfair

Kezia was invited to an exclusive networking dinner hosted by Korea Meditech, an exciting device brand founded by renowned consultant dermatologist Dr Jinah Yoo. Mayfair's Gallery Kiwa was transformed into a chic dining room for some of the top doctors in London who discovered the delights of a five-course Korean fine-dining menu. Guests heard from the brand's senior staff about the exciting portfolio of products that have just been launched in the UK. They also introduced the Korean Glass Skin protocol, which Kezia has already experienced. Read all about it in the October issue of Aesthetic Medicine Magazine. The wonderful night concluded with a standing ovation for the chefs.

BCAM
British College of Aesthetic Medicine
WHAT CAN HAPPE
IN THE WRONG
HANDS

BCAM PRESS DAY

Asia House, London

Kezia was invited to the press briefing of the British College of Aesthetic Medicine's (BCAM) Annual Clinical Review presented by Dr Sophie Shotter. Dr Shotter highlighted key findings from the review, which included emerging risks in the sector and data around complications caused by fillers and toxins.

She also unveiled the 'Vet It Before You Get It' campaign, which aims to give patients the opportunity to ask any difficult questions before they book a consultation to improve patient confidence and safety.

REVISION SKINCARE TRAINING AND NETWORKING EVENT

Charlotte Street Hotel, London

Connie headed to the Charlotte Street Hotel in Soho for Revision Skincare's CMT Post-Procedure Cream training and networking event.

The afternoon began with an introduction to Revision Skincare from Aesthetic Source's CEO, Lorna Bowes. Lorna shared the philosophy behind Revision Skincare, alongside the transformative results behind their CMT Post-Procedure Cream and the DEJ Daily Boosting Serum.

Just in case the patient results weren't convincing enough, a panel of aesthetic practitioners advocated for CMT Post-Procedure Cream. Sharing why they use the product in their clinic, and how the cream has transformed their patient experience.

After the panel, guests enjoyed an afternoon of networking, canapes and champagne, catching up with the Aesthetic Source team on their exciting innovations.

REVISION SKINCARE
The NEW Standard of Care
CMT Post-Procedure Cream™
Help your patients
RECOVER.
BETTER.
FASTER.
The first patent-pending neurocosmetic clinically proven to decrease patient discomfort and downtime.
...tive Innovation. True Visible Results.

REVISION SKINCARE

REVISION
THE SCIENCE IS BLACK & WHITE.

From addiction to aesthetics

THE INSPIRING JOURNEY OF EMMA WEDGWOOD

Aesthetic nurse prescriber **Emma Wedgwood** opens up to **Kezia Parkins** about her journey from addiction to recovery, and how her experiences in intensive care and her own healing led her to a new career helping others rediscover confidence and self-worth

Looking back on her years in addiction, Emma Wedgwood doesn't shy away from the truth.

"As a daily drinker and user, I was a complete mess. I wasn't taking care of myself, I was barely eating... It wasn't until I was in recovery that I realised how ill I looked."

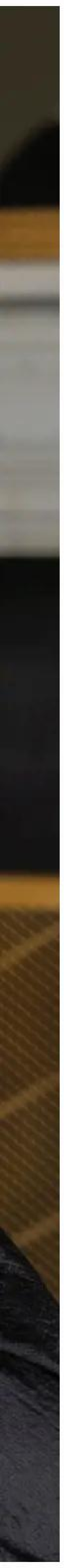
During the height of her addiction, Wedgwood was working as an ICU nurse within the NHS. Despite her professionalism and being an incredible nurse, she admits she was living a double life.

"I never went to work drunk or high, but it took me a long time to come to terms with the fact that I was showing up unfit for duty. There's this part of you that says, I'm a health professional, I should know better. But addiction doesn't discriminate. It took me a long time to accept that."

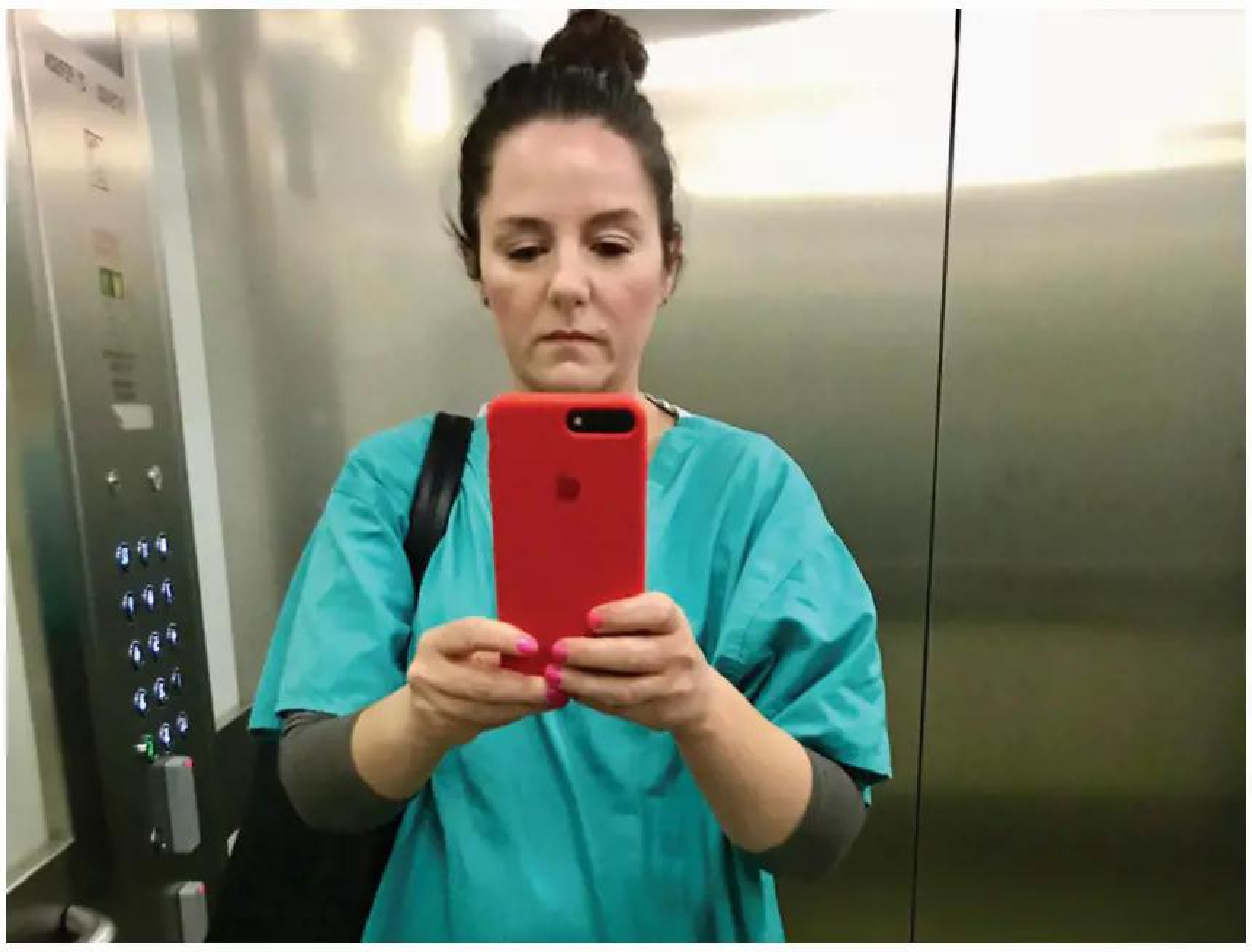
Addiction, she says, consumes everything.

"You're either drinking and taking drugs, or you're thinking about it, or you're recovering from it. Within that process, you lose yourself completely – any kind of self-care, any sense of self-worth."

Her physical health deteriorated rapidly. My skin was terrible, my hair was terrible, I was malnourished and underweight. You don't notice that you look unwell because your sleep is erratic, your thinking is erratic. You're soulless. You could look into my eyes and there was no soul there."



▲ **Wedgwood back in her ICU days and at the height of her addiction.**



THE CATALYST FOR CHANGE

Wedgwood's turning point came when her professional life collided with her private struggles.

"I nearly got struck off the register. I had to go through a painful disciplinary process – nine months out of work, regular blood tests, home visits, interim hearings, and a final court hearing. I was terrified and so full of remorse."

At 36, facing the loss of her nursing license, her home and her marriage, Wedgwood realised something had to change.

"I was getting divorced, I was penniless. I didn't know what to do or how to survive. All I wanted was not to lose my home and not to lose my job... the two things that still mattered. Some simple maths was going on: if I wanted to keep my job, I had to stop drinking."

"Emotionally, I was absolutely broken. The consequences had compounded to a point where I finally said, enough. I'm done."

She was given another chance, one she doesn't take for granted.

"Not everyone gets that opportunity. If I'd lost my license at that point, I don't know where I'd be. I could've ended up homeless or dead, or both."

NURSING, TRAUMA AND ADDICTION

When asked if her work in intensive care contributed to her addiction, Wedgwood looked back to a time when nursing culture was quite different from how it is now.

"Initially, I felt so much shame around the fact that I was a nurse and an addict. I thought that shouldn't happen to me. But, nurses are just a cross-section of society, the same as doctors are. There are fat nurses, alcoholic nurses. We're not immune."

"The long hours, the stress, the culture of 'work hard, play hard', it all contributes. We'd work 14-hour shifts and then go out and get hammered. For a long time, it went unnoticed because everyone was doing it."

"When you're working in an acute area like intensive care or A&E, you're seeing trauma after trauma. We didn't have therapy or support systems then. So we went out drinking instead. A lot of those people I used to drink with, I later found out they were alcoholics too."

Nursing, she adds, can be both rewarding and punishing.

"It's not always a kind culture. You went in, did your job, got shouted at. It was very sergeant major-ish. Sometimes nursing is not a kind profession."

THE ROAD TO RECOVERY

Recovery, Wedgwood says, was not linear. It was slow, painful and humbling.

"That shame will stop you from doing so much. It becomes all-encompassing, and it keeps you underground. That secrecy feeds the addiction. It's like a perfect marriage."

But gradually, she began rebuilding herself, one act of self-care at a time.

"Now, even if I have nowhere to go, I do my hair and makeup. Not because I'm vain, but because I need to not be the person I was before, the one who didn't take care of herself."

"When I first got sober and went into AA, I realised these people were on my side. They wanted me to get well. It took a while to understand that I might be worth something again."

It was around three years into her sobriety that she found aesthetics. And with it, a new purpose.

HA
SUPERCHARGED
INJECTABLE GRADE HA

MICROFUSION
TECHNOLOGY

PPM^6
TECHNOLOGY

RPH
TECHNOLOGY

Powered by next-gen Vitamin C and Hydrinity's MicroFusion™ Technology, Hydri-C delivers deep antioxidant protection while boosting collagen, smoothing skin texture and enhancing radiance.

Join the clinics already seeing the difference in results and revenue.

HYDRINITY
ACCELERATED SKIN SCIENCE
HYDRI-C
DAILY VITAMIN C
MOISTURIZER
50 ml / 1.7 fl. oz.

Hydration Heroes
Squalane, Jojoba & Shea lock in moisture for supple skin.

Antioxidant Boost
Kakadu Plum + Green Tea guard against daily pollutants.

Deep-Glow Vitamin C Tech
MicroFusion delivers brightening power deeper, faster.

HYDRINITY UK
ACCELERATED SKIN SCIENCE

UNIQUESKIN
The Professionals Choice

www.uniqueskin.co.uk | info@uniqueskin.co.uk | + 44 (0) 1462 481500

FROM ICU TO AESTHETICS

"I was having my own anti-wrinkle injections done, with a dermatologist. He kept asking if I'd ever thought about going into aesthetics. I used to joke it was beneath me. I was an intensive care nurse, I saved lives!"

Eventually, he invited her to attend Aesthetic Medicine Live.

"I went along, and I was like, 'Oh my God, these people are happy! They've got nice handbags! I was struck by the glamour at first,'" she laughs. "But then I got really interested in what they were doing."

Her initial curiosity soon became respect.

"I thought naively and snobbishly that it was just a bit of Botox, but I realised there was so much more to it."

Determined to make the switch, Wedgwood took a job in a GP surgery to gain her prescribers licence.

"It was a bit of a chicken-and-egg situation, you couldn't get a job without being a prescriber, and you couldn't become a prescriber without the job. There weren't the networks or support we have now. But I knew I wanted to be fully autonomous".

A friend eventually convinced her to apply for a position at Sk:n, which led to her first role as an aesthetics nurse.

For a while, she was juggling ICU and aesthetics before finally making the leap that marked a new chapter, driven not by survival but by purpose.

"I started to make decisions that were good for me. I began to think, actually, I can do this. I had a bit of self-esteem again and thought, I'm going to go for the job I actually want."

In 2021, she founded Emma Wedgwood Aesthetics, allowing her to blend her passion for patients and ICU instincts, with the aesthetic artistry she had gained over the past eight years. Emma Wedgwood Aesthetics now operates out of two locations, one in Mayfair and the other in Kingston.

EWA: RESTORE, RECLAIM & RENEW

In 2024, Wedgwood launched her pro bono project, EWA: Restore, Reclaim & Renew, to support women recovering from addiction.

"About a year ago, I had a client who was clearly struggling with addiction and it got me thinking about how hard it was to get back to life while in recovery. I had a lot of people who helped me along the way so I wanted to give back

Now Wedgwood dedicates around a day a month to treating women in recovery who are rebuilding their lives and plans to continue to grow this commitment.

The initiative offers complimentary consultations and treatments, including skin health advice, regenerative therapies, injectables, and lifestyle guidance.

"It's not about vanity, it's about confidence. We're giving these women a springboard, helping them start to feel good about themselves again, or get back into work."

RECOGNISING ADDICTION AND CREATING SAFE SPACES

Wedgwood's openness about her past helps her spot addiction in others and create safe spaces for conversation.

"There's a phrase: you spot it if you've got it. I see it straight away in patients and sometimes colleagues. The perpetual lateness, the lack of stability. Those little signs."

"It's tough because people carry a lot of shame. I'm always happy to share my story, and it's had a good effect. People have gone on to seek help, whether through meetings or rehab."

Some in the sector may worry that vulnerability could damage their reputation, but Wedgwood disagrees with this.

"People think being open might put a black mark on their name or that people may worry you will relapse. After 12 years of sobriety, I don't feel that way. For me, vulnerability and openness are strengths, not weaknesses. And people respond to that."

A MESSAGE OF HOPE

Today, Wedgwood's work in aesthetics is deeply intertwined with her belief in healing, both inside and out.

"People think aesthetics is superficial, but it's not. The little treatments – your skin, your hair, your clothes – they feed into your inner belief in yourself. They help you start to feel worthy again."

Her message is simple but powerful: recovery and beauty are both acts of self-respect.

"When I first got sober, I didn't think I was worth anything. But now I know everyone deserves to feel good about themselves. If I can help someone else see that they're worthy too, that's everything."

Emma Wedgwood's story is one of resilience, compassion and renewal. A powerful reminder that addiction does not discriminate and that healing the mind and body can transform not only how we look, but how we live. AM

IMCAS

WORLD CONGRESS

20,000+
ATTENDEES

1000+
SPEAKERS

310+
LEARNING HOURS

370+
EXHIBITORS

130+
COUNTRIES

70+
SCIENTIFIC PARTNERS

Shaping the Future
of Dermatology, Plastic Surgery & Aging Science

PARIS 2026

JANUARY 29 TO 31

BROWSE THE PROGRAM
& REGISTER

WWW.IMCAS.COM

The long GAME

With more patients seeking subtle rejuvenation, biostimulatory fillers are taking centre stage. **Ellen Cummings** asks the experts how these products differ from traditional fillers, which patients they suit best and why regenerative results are driving demand

The aesthetic medicine landscape is shifting, with patients increasingly seeking treatments that deliver subtle, natural results rather than the immediate "plumped" look often associated with traditional hyaluronic acid (HA) fillers. Biostimulatory fillers – injectables that stimulate collagen production and improve skin quality over time – are emerging as a key option for both patients and practitioners who want longevity, regeneration and natural-looking enhancements.

GROWING DEMAND

Demand for biostimulatory fillers has been steadily increasing over the past few years, a trend noted by multiple experts.

Dr Lisa Dinley, clinical trainer for Fillmed and founder of the Dr Lisa Dinley Clinic in Nottingham, explains, "According to the International Society of Aesthetic Plastic Surgery 2024, global data shows a steady growth in injectables overall, with HA fillers still dominant and rising by 5.2% compared to the previous year.

"Biostimulatory filler usage also increased as patients and clinicians seek longer-lasting, more 'regenerative' results. This has certainly been true amongst my patient demographic who want to look refreshed and rejuvenated without looking 'done'."

Dr Sophie Shotter, president of the British College of Aesthetic Medicine (BCAM), concurs, "Over the past three to five years, I've seen a steady shift toward biostimulatory fillers, driven by patients wanting structural and skin quality improvements that persist beyond the lifespan of HA fillers and feel more regenerative. Demand certainly accelerated post-pandemic as patient preference has shifted increasingly towards treatments that look 'done by nature', not 'done by a syringe'."

Dr Ash Soni, plastic and reconstructive surgeon and founder of The Soni Clinic in London and Berkshire, adds, "The undetectable era is real, and I have certainly seen an increase in the demand of regenerative collagen biostimulators. Patients no longer want a 'quick fix' but instead want something that will help with their skin quality and skin health."

WHY PATIENTS ARE CHOOSING BIOSTIMULATORS

Patients are drawn to biostimulatory fillers for their gradual, natural results. Dr Dinley explains, "Patients are requesting a gradual, natural-looking change in their skin quality via collagen remodelling rather than an instant plumped-up look. They are also interested in a longer-lasting result, even if this takes longer to achieve over several visits. The skin quality gains that we are achieving, as well as re-volumisation, make these products really appealing to patients."

Dr Shotter adds, "Patients like that results develop gradually, there's less risk of looking 'filled', and the results can last longer thanks to the formation of new collagen. They also appreciate better tissue quality – thickness and elasticity – rather than just increases in volume."

Dr Sarah Tonks, founder of The Lovely Clinic in Knightsbridge, agrees, noting patients "want to look natural like they haven't had anything done, but at the same time they want to look visibly 'better' – clearer and smoother skin, more lifted". Dr Soni highlights another driver: "There has been a lot of stigma out there in the last couple of years regarding traditional fillers because the media tends to show the worst and most drastic results. The best filler results are undetectable. Therefore, the trend has shifted towards collagen biostimulators."

UNDERSTANDING BIOSTIMULATORY FILLERS

Biostimulatory fillers differ from traditional HA fillers in their mechanism of action. HA fillers volumise the skin immediately by adding gel to replace lost volume. Biostimulators, however, work at a deeper, regenerative level.

Dr Dinley explains, "Biostimulators such as PLLA, PDLLA and CaHA contain tiny particles in a carrier gel that, when injected into the dermis and subcutaneous layers, trigger a controlled foreign-body response. This inflammatory response starts a regenerative cascade of events, where fibroblasts are stimulated to make new collagen and extracellular matrix over weeks to months. The carrier gel helps to provide an immediate improvement whilst waiting for the biostimulatory action."

"These particles or microspheres act as a temporary scaffold," adds Dr Shotter. "The carrier gel in which the microspheres/particles are carried is resorbed, and the patient's own collagen remains."

ONSET AND DURATION OF RESULTS

Results with biostimulatory fillers take time. Dr Dinley outlines typical timelines:

- **PLLA:** Subtle early changes with collagen induction over four to 12 weeks. Multiple sessions are usually needed, with results lasting up to 24 months after a series.
- **PDLLA:** Strong, visible results at 24 weeks, with earlier visible changes than PLLA. Longevity is approximately 12-24 months.
- **CaHA:** Immediate scaffolding effect, with collagen production over one to three months, lasting 12-18 months depending on dilution and treatment area.

Dr Shotter notes, "Meaningful improvement from biostimulators typically appears from six to eight weeks, with improvements continuing potentially up to six months as neocollagenesis consolidates. That collagen underpins the durability of the results."

Dr Soni adds, "The results of Sculptra in my practice take a few weeks to start to show… patients have to allow for a bit of time while the results kick in, but when they do, it's spectacular."

CHOOSING THE RIGHT PRODUCT

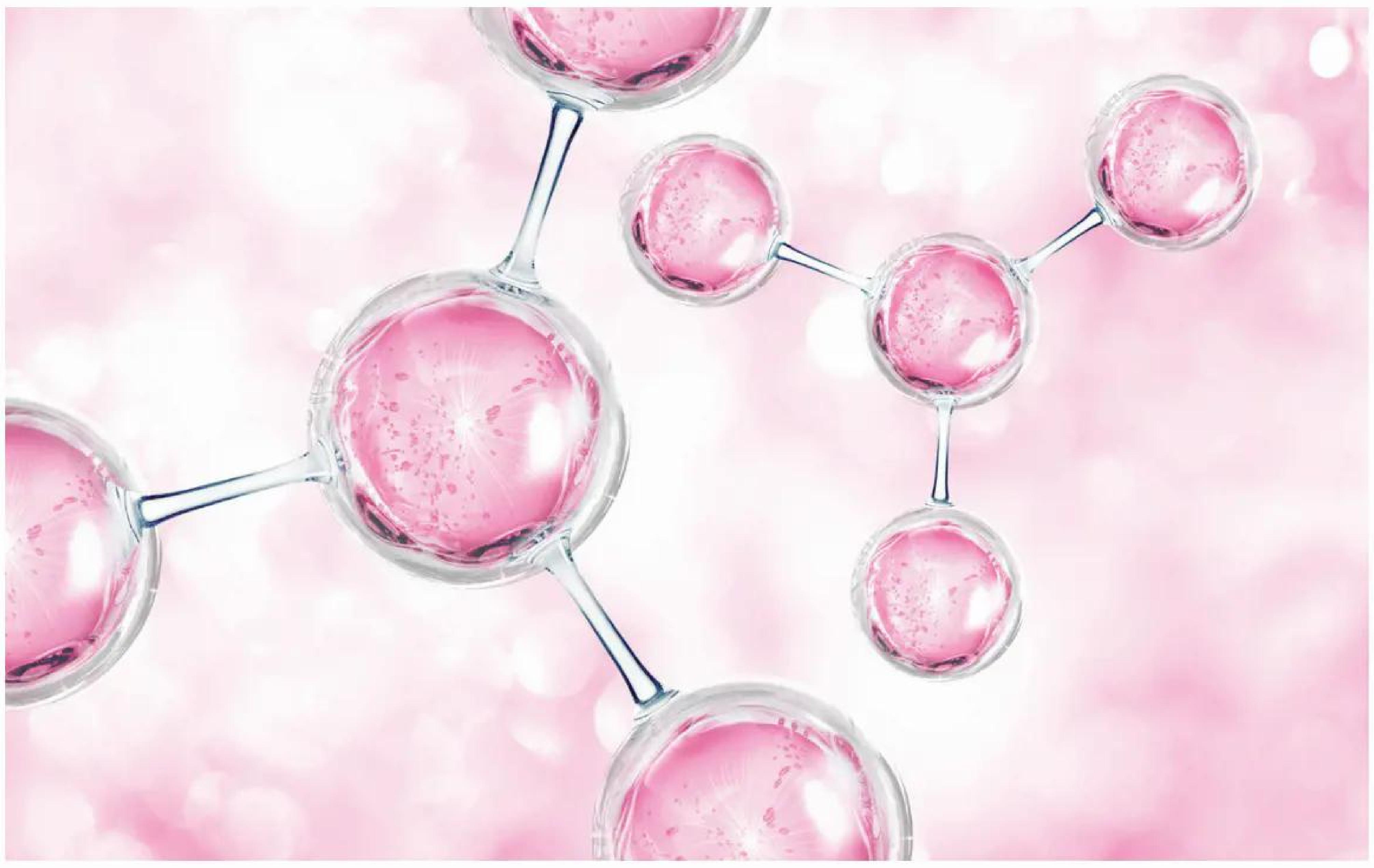
Different biostimulatory fillers have varying compositions, mechanisms and indications.

Dr Dinley explains the nuances:

- **PLLA (e.g. Sculptra, Julaine):** Slow degradation, up to ~24 months of results, suitable for volume restoration and skin quality improvement.
- **PDLLA (e.g. Juvelook, Lenisna):** Faster degradation, 12-24 months longevity, effective for skin refinement, tightening, and subcutaneous volumisation. Reversible with heat.
- **CaHA (e.g. Radiesse/Radiesse+):** Immediate scaffolding, collagen production over one to three months, excellent for contouring and hyper-dilute applications for skin quality.

Dr Shotter highlights practical distinctions: "PLLA/PDLLA need a series of treatments, usually two to three sessions around six weeks apart. CaHA is often a single session. Volume per session often involves lower per-session volumes for PLLA/PDLLA, whereas with CaHA, volumes are tailored to indication. For technique I would usually advocate using a cannula, as for most biostimulators we want to achieve regeneration across a larger area."

Patient concerns, age and facial area



also influence product choice. Dr Dinley advises, "For skin laxity and crepey skin such as face/neck/decolletage, hyper-dilute CaHA is effective. Juvelook can refine and tighten intradermally, including peri-orbital and peri-oral areas. Lenisna is indicated for deeper subcutaneous placement, improving global laxity and volumisation."

Dr Shotter adds, "Midface deflation, temple hollowing and lower-face laxity are all best suited with PLLA/PDLLA. Jawline, chin or lateral cheek for definition respond well to CaHA."

Dr Soni emphasises versatility, particularly for patients experiencing skin changes after weight loss: "In my practice, PLLA is proving amazing at dealing with rapid weight loss in patients who have been on GLP-1 medications. These patients lose elasticity and quality of the skin and need a surge of type 1 collagen to give them that natural lift."

SAFETY, ADVERSE EVENTS AND PATIENT EDUCATION

Safety is paramount. Early adverse events can include bruising, swelling and tenderness. Nodules may develop weeks to months later, often mitigated through proper dilution, placement and post-injection massage (for PLLA).

Dr Dinley outlines, "If nodules are encountered, Juvelook and Lenisna can be managed with injections of saline to lower the glass transition temperature, then application of heat with an energy-based device."

More serious complications like vascular compromise are extremely rare but require vigilance.

Dr Shotter advises, "Meticulous patient selection, consent about gradual timelines, strict asepsis, correct reconstitution/dilution, slow injection of small threads of product in safe planes, preference for cannulas, and staged treatment planning. Keep detailed batch/lot documentation and provide detailed post-care guidance for patients."

Dr Tonks adds, "This is really key. Patients have to understand the effect is gradual and that a course of treatment is necessary."

Dr Soni echoes the importance of setting expectations: "You have to have this conversation with a patient in a consultation and be realistic. It will take time, but it's worth the wait."

BIOSTIMULATORS AND COMPLEMENTARY TREATMENTS

Biostimulators can work alongside other regenerative treatments, including PRP/PRF. Dr Dinley notes, "PRP/PRF can be used in combination with biostimulators and can either be used to prime the tissues first, to enhance cell stimulation effects, or in between biostimulator sessions to help accelerate results."

Dr Shotter agrees that PRP/PRF is synergistic but not a replacement: "They pair well with biostimulators for patients prioritising skin quality, but they don't provide a scaffold or the same durability of volumetric change."

TECHNOLOGICAL ADVANCES

Recent innovations have expanded the capabilities and safety of biostimulators.

Dr Dinley points to newer products, saying, "The widespread adoption of hyper-dilute CaHA protocols has signalled a shift in treatments focusing on improving skin quality. Sculptra gained a 2023 FDA approval to improve skin quality in the cheeks as well as re-volumising. There has also been a move to less crystalline biostimulatory products that are more suited to flexible and delicate areas of the face, such as the PLLA microspheres of Julaine and PDLLA with hyaluronic acid, as in Juvelook and Lenisna."

Dr Shotter adds, "Novel products like Julaine avoid some of the pitfalls of other PLLA products, leading to no need to massage at home due to less particle clumping, and non-inflammatory neocollagenesis. HArmonyCa combines cross-linked HA with CaHA to give an immediate lift as well as lasting biostimulation."

Dr Tonks emphasises the patient-driven shift: "They want less downtime, if not no downtime, and they want something undetectable."

Dr Soni summarises the trend succinctly: "Patients no longer want a 'quick fix'; they want results that improve skin quality and look natural over time."

CONCLUSION

Biostimulatory fillers represent a fundamental shift in aesthetic medicine, moving away from instant volumisation toward gradual, regenerative improvements in skin quality, contour and elasticity. By carefully selecting the right product, planning a staged treatment approach and setting realistic patient expectations, practitioners can deliver subtle, natural and long-lasting results. Whether used for the face, neck, décolletage or body, these treatments are increasingly central to achieving what today's patients desire most: results that are undetectable but transformative. AM

2025 THE YEAR OF THE FACELIFT

2025 has been a huge year for the facelift, writes **Kezia Parkins**. From Kris Jenner's surgery confessions to the rise in younger people seeking treatment and the wide-awake facelift – there's a lot to discuss...

Once a hush-hush procedure reserved for Hollywood's elite, the facelift is having a cultural renaissance. In 2025, it's not just about turning back time, it's about refinement, prevention, and natural, undetectable rejuvenation.

THE YEAR OF THE FACELIFT

According to the British Association of Aesthetic Plastic Surgeons (BAAPS), face and neck lift procedures in the UK rose by 8% in 2024, marking the second consecutive year of growth.

This growth has been reflected in popular culture, with one of the defining viral moments this year coming courtesy of Kris Jenner. Her decision to openly share her facelift journey on social media sparked global conversation, reframing the narrative around surgical facial rejuvenation, not as something to hide, but as a considered choice.

THE ERA OF TRANSPARENCY

It's no secret that the Kardashian-Jenners have had a huge impact on beauty trends and standards over the past decade. Their influence drives millions to follow suit, so while Kris Jenner's reveal coincided with noticeable uptake in consultations among younger demographics, Kylie Jenner's confession about her boob job sent the internet wild.

"445 cc, moderate profile, half under the muscle, silicone, Garth Fisher," she wrote back to a fan who asked, "What it is that you asked for when you had your boobs done?"

Jenner's response sounded eerily like a complex order at a fast-food takeout. And just as if the highly influential star had shared her McDonald's combo or Starbucks order, young women flocked to surgeons to ask for the same.

"We're living in an era of aesthetic transparency," says Mr Ali Ghanem, consultant plastic and reconstructive surgeon and founder of The Ghanem Clinic in London. "Social media has removed the stigma that once surrounded cosmetic surgery. Patients now come to consultations having watched recovery diaries and before-and-after vlogs. They're informed, realistic and less anxious."

While there may be some positives to an informed patient, there are also caveats, such as turning patients away when they come in with very specific requests.

"Patients now feel that they're qualified to come in and tell me exactly what they want or need because they mistake being socially informed for being medically informed, and it's not the same thing," says Miss Natasha Berridge, consultant maxillofacial and facial plastic surgeon.

"That's where it's our responsibility to educate our patients. There's a reason that you have to train for years and years to become a surgeon. You learn through difficult cases and by doing something consistently and repetitively. You don't learn from a two-minute TikTok video."

The era of transparency has also ushered in an age of increased scrutiny on surgeons' work with patients, who now want to share all of the gory details of their procedures on social media for engagement. "This openness has raised the bar for practitioners, says Mr Ghanem. "We must now deliver subtle, authentic outcomes that stand up to the scrutiny of HD cameras and online audiences."

"It opens up what we do to be criticised by those who don't understand it. It has become a bit of a circus," adds Miss Berridge.

FROM FILTERS TO FACELIFTS: THE NEW PATIENT PROFILE

The facelift's patient demographic is rapidly shifting. While most candidates remain in their 50s and 60s, there's been a noticeable rise in people in their 30s and 40s, and even younger, exploring "early maintenance facelifts" or "mini-lifts" to address skin laxity before it becomes pronounced.

BAAPS notes that less invasive techniques, such as the short-scar facelift, which targets the lower face and jawline, have become particularly popular among this group for their subtle and effective outcomes. Meanwhile, the deep-plane facelift is trending on social media.

"Demographically, we're seeing more patients in their late 30s and early 40s seeking surgery as a preventative measure rather than waiting until ageing becomes advanced," notes Mr Ghanem. "It reflects a more educated, empowered population that views facial rejuvenation as part of long-term self-care rather than crisis correction."

Ms Nora Nugent, consultant plastic surgeon and president of BAAPS, agrees that social and cultural factors are driving younger interest, particularly the rise of social media and the "snatched" aesthetic. But she cautions against chasing trends:

"Celebrity influence and the desire for a contoured appearance have driven this surge," she says. "This is an area and a group of patients that we need to very cautious with and very honest about what is involved, what is realistic, and when it is reasonable or justifiable to undertake a surgical facelift. We need to maintain our moral and ethical compasses and assess and treat the patient in front of us rather than the trend or quest for perfection or an unattainable aesthetic."

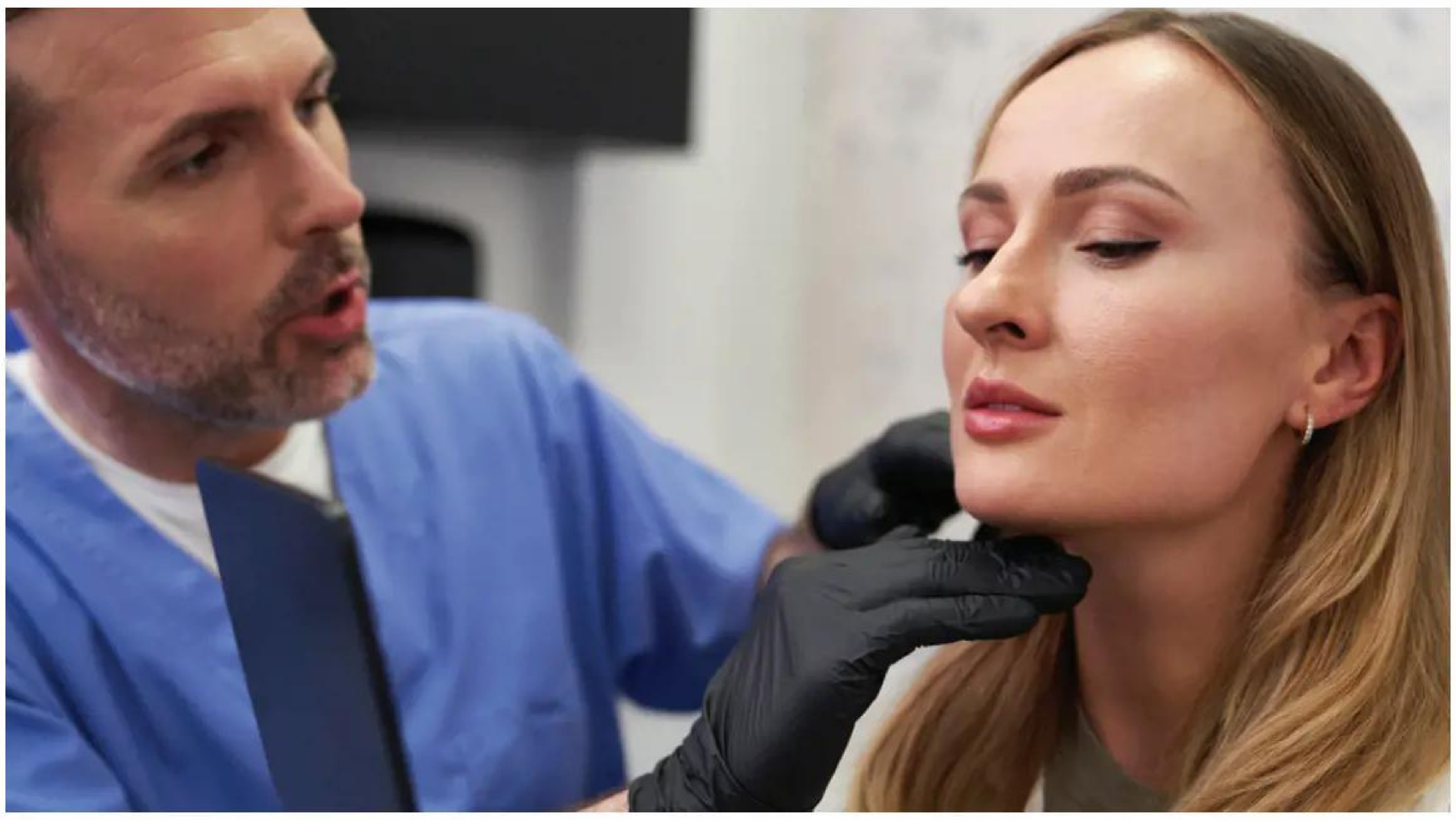
Miss Berridge, echoes thoughts on how this new age transparency, around aesthetic procedures, is driving young people towards dramatic intervention.

"The big difference between now and 20 years ago is the way in which people think they are medically informed, and it's because of social media. Everything has become so accessible now, whereas it didn't used to be," she says.

"To see a before and after, it used to be in the surgeon's office. Now everything is open and on view for anyone to see. You've got surgeons using Snapchat and those who are very obviously marketing through social media, which has a huge impact on young, vulnerable people. The information is no longer being filtered to age-appropriate people."

"Youngsters don't see their faces in reality anymore; they see themselves through pictures, and as a consequence, they have become hypercritical."

BAAPS vice president Mr Anthony Macquillan believes that the rise in facelifts may also reflect wider social dynamics. "With the pension age rising and many seeking to remain visible and confident in professional environments, surgery can be both an aesthetic and functional choice," he says. "We also believe the 'Zoom effect' – increased time spent seeing ourselves virtually – has heightened awareness of facial ageing across all age groups."



WHEN DOES A YOUNG FACELIFT MAKE SENSE?

There are some situations in which our surgeons say a facelift in a younger patient is warranted.

"The concept of lifting a face as a structural intervention in a young person who needs it for a congenital reason isn't an absurdity," says Miss Berridge. "That's actually the medical need."

"For a small subset of younger patients, those with congenital asymmetry, early jowling or skin laxity from extreme weight loss or another medical reason, a mini or endoscopic facelift can be appropriate," adds Mr Ghanem.

"But for most, non-surgical interventions, good skincare, and regenerative therapies are sufficient. The decision should always be driven by anatomy, not trend."

OZEMPIC FACE

Another contributing factor is the rising popularity of GLP-1 receptor agonist medications such as Ozempic and Wegovy, which are now widely used for weight management across all age groups. While these medications can lead to significant weight loss and associated health benefits, they may also result in facial volume loss and skin laxity.

"There have been two significant shifts in facelift patient demographics in the last five years. The first is an increasing number of patients who have lost a significant amount of weight by using GLP-1 weight loss medications," says Ms Nugent. "We have always treated patients after weight loss, but the numbers have increased a lot with the wider use of weight loss medications."

FILLER FATIGUE

The second shift, says Ms Nugent, is an increasing number of patients who are opting for surgery over non-surgical or medical aesthetic techniques. "They are coming to this decision either because they have reached the limitations of non-surgical treatments and want a greater

aesthetic
MEDICINE
LONDON
OLYMPIA LONDON
8-9 MAY 2026

#AMLONDON

@AESTHETICMED_LIVE

/AESTHETICMEDICINELIVE

AESTHETIC MEDICINE

UPSKILL
WITH CLINICAL
EDUCATION

NETWORKING | EXPERTS | LIVE DEMOS | INNOVATIONS | TECHNIQUES

REGISTER YOUR INTEREST

AESTHETICMED.CO.UK/LONDON

Entrance Policy: Due to the professional nature of the event, nobody under 18 years of age is allowed entry into Aesthetic Medicine London. This includes babies, and prams are also not permitted on the premises. As a busy event, we need to maintain a safe and professional environment for our trade visitors. Thank you for your understanding and cooperation.

effect or because they prefer a longer-lasting single intervention over repeated milder interventions over many years," she says.

Mr Ghanem agrees that, the filler boom has influenced the facial surgery landscape. "We're now seeing many patients with 'filler fatigue', such as over-volumised, distorted features caused by years of injectables. These patients are turning to surgery, seeking a reset."

FROM TIGHTENING TO RE-STRUCTURING: INSIDE THE MODERN LIFT

The term "facelift" still conjures images of taut skin, mumification-level bandaging and weeks of downtime. But that picture is rapidly fading thanks to advances in surgical technique and anatomical understanding.

"The last five years have completely reshaped the facelift landscape," says Dr Ghanem. "We've moved from procedures that simply tighten the skin to ones that restructure the face anatomically."

At the core of this evolution is the deep-plane facelift – a technique that repositions the superficial musculoaponeurotic system (SMAS) and platysma layers as a single unit, restoring natural volume and movement. Endoscopic approaches are further refining this by allowing the deeper layers to be lifted through tiny incisions hidden in the hairline.

"The combination of deep-plane and endoscopic techniques has made facelifts both more precise and more natural," adds Mr Ghanem. "We're repositioning rather than stretching tissues, minimising surface trauma and visible scarring."

While trending techniques such as deep plane and endoscopic facelifts are not new, they have all been refined and advanced, resulting in improved results.

"The most significant advances in facelift procedures are due to ongoing greater understanding of anatomy and how the facial tissues can be manipulated to give a long-lasting but natural outcome," says Ms Nugent. "We have also learnt from the past and know how to avoid some of the previous problems such as stretched scars, stretched earlobes, lateral sweeps, etc."

At his clinic, Mr Ghanem recently introduced 'The Snatched Lift,' an innovative endoscopic minimal-scar facelift, developed in collaboration with Professor Erdem Tezel.

"This procedure represents the next generation of facial rejuvenation," he says. "Using a slender endoscope, we can visualise and lift the deeper structures of the face and brow without extensive dissection. The result is elegant, regenerative, and virtually undetectable."

THE "WIDE-AWAKE" REVOLUTION

Another innovation transforming patient experience is the move toward local-anaesthetic or "wide-awake" facelifts.

Consultant plastic surgeon Mr Simon Lee performs a combination of endoscopic short-scar surgery for the upper and mid-face, as well as the periocular region, with deep-plane face and neck surgery, but notably his patients are awake under local anaesthetic and able to go home the same day. "About 95 percent of my facelift patients choose to remain awake," he reports. "It avoids the risks of general anaesthesia, shortens recovery, and reduces cost without compromising results."

Lee's approach echoes a global trend toward minimal-access, outpatient surgery. "This is an exciting time," he says. "With modern techniques, natural outcomes can be achieved under local anaesthetic, with almost invisible scars."

REGENERATION AND RECOVERY

Regenerative medicine is now woven into facelift surgery, blurring the lines between aesthetic and restorative medicine.

"At The Ghanem Clinic, every facelift is performed with regenerative enhancement," says Mr Ghanem. "We use micro-fat grafting to replenish volume and deliver stem-cell-rich tissue that improves elasticity and tone. PRP accelerates recovery, and exosomes stimulate collagen and dermal regeneration. The facelift becomes a biological rejuvenation, not just a mechanical lift and the outcome is not only a younger appearance but also stronger, more radiant tissue that continues to improve months after surgery."

Ms Nugent also sees regenerative techniques as central to the future. "Fat grafting, exosomes and other treatments are transforming facial rejuvenation and in many cases are an integral part of the facial rejuvenation treatment plan," she says. "As well as restoring volume that is lost with ageing, regenerative treatments are also aiming to treat and rejuvenate at a cellular level to restore or repair ageing changes."

Recovery itself has become faster and gentler. Mr Ghanem describes patients being socially presentable within two weeks:

"By minimising tissue trauma and supporting the healing process with regenerative adjuncts, swelling and bruising are greatly reduced. We also incorporate lymphatic drainage, LED therapy and nutritional support for cellular recovery."

"Recovery times have improved due to enhanced recovery protocols, prehabilitation and optimisation ahead of surgery and advancements in anaesthesia techniques more than due to the surgical technique itself," adds Ms Nugent. "But it's important to educate patients that the combination of all of these factors, along with careful technique, have led to improved recovery but not no recovery."

THE HYBRID FUTURE

After an exceptional year for the facelift, where does facial rejuvenation surgery go next? Our experts say the future is hybrid.

"The future of facelifting lies in personalised, data-driven regeneration," says Mr Ghanem. "We're entering an age of AI-assisted surgical planning, robotic precision, and stem cell-based tissue rejuvenation. The lines between surgical and non-surgical will blur further, creating hybrid procedures that combine mechanical lifting with biological repair."

Ms Nugent agrees and foresees continued convergence of regenerative medicine and traditional surgery. "The current route forward is definitely the hybrid application of regenerative procedures alongside facelift surgery," she says. "Regenerative treatments will continue to develop and mature. They have the potential to greatly advance and enhance rejuvenation in the future – it's an exciting time."

Case study: VASCULAR OCCLUSION

Dr Hayder Ria, medical lead for **Harley Street Dermal**, treats a vascular occulusion on a male patient in this case study

PATIENT OVERVIEW

Gender: male
Age: 45
Presenting complaint: vascular occlusion on the chin
Intervention: hyaluronidase, medication & hyperbaric oxygen
Practitioner: Dr Hayder Ria

DR HAYDER RIA
Dr Hayder Ria is an experienced cosmetic injector with over 10 years experience. He is the medical lead for Harley Street Dermal, a leading cosmetic clinic in London. He remains a clinical lead within the NHS and is a member of the Royal College of General Practitioners (RCGP).

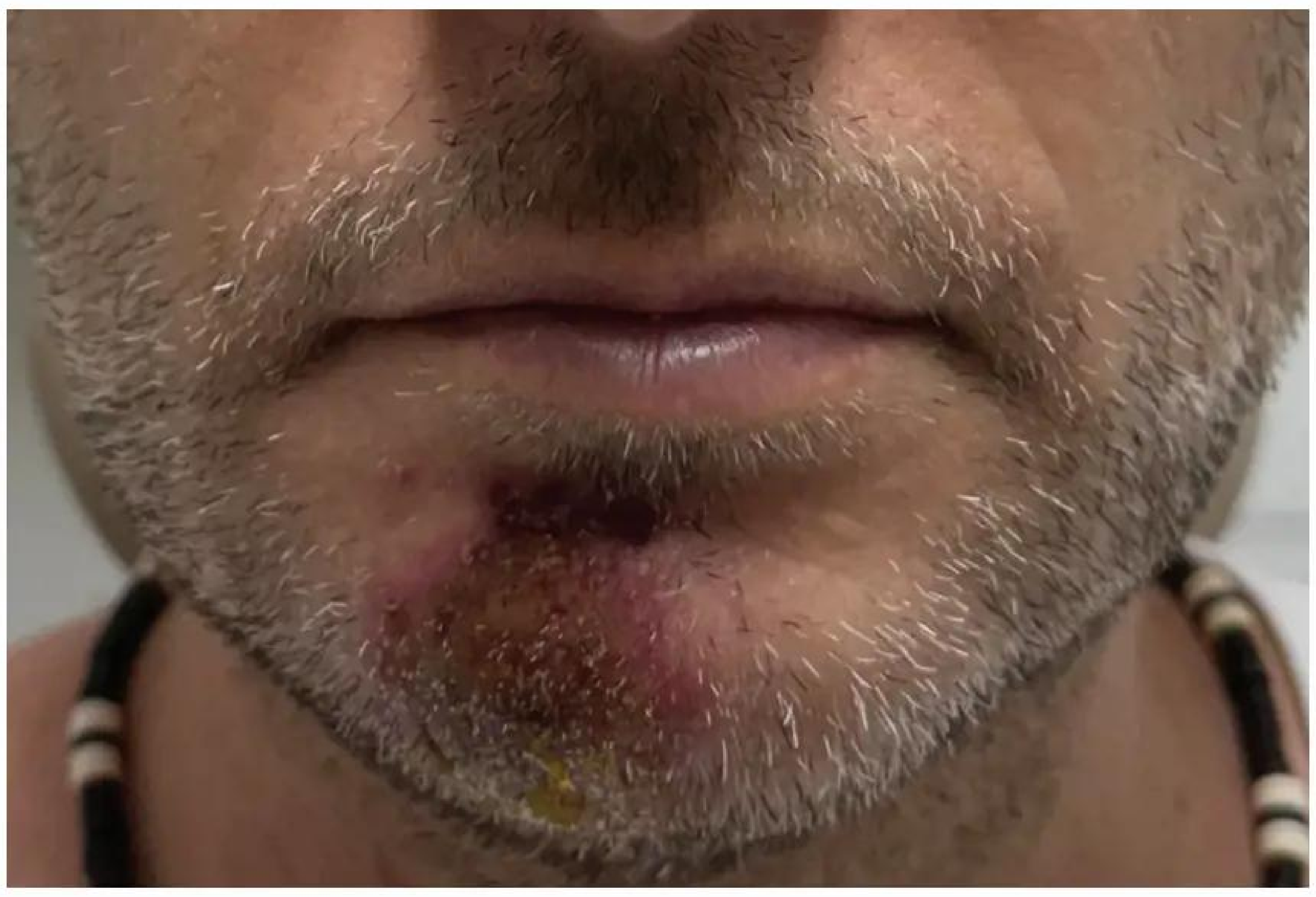
Although extremely rare, vascular occlusions are one of the most serious complications in aesthetics, and recognising them quickly is crucial.

A vascular occlusion occurs when dermal filler is injected into an artery, causing it to be obstructed and potentially leading to necrosis to tissues supplied by the artery. While these occurrences are rare (around one in 10,000), delays with management and lack of confidence can negatively affect patient outcomes. This case demonstrates how swift recognition and systematic intervention can help achieve positive outcomes, even in complex situations.

CASE STUDY

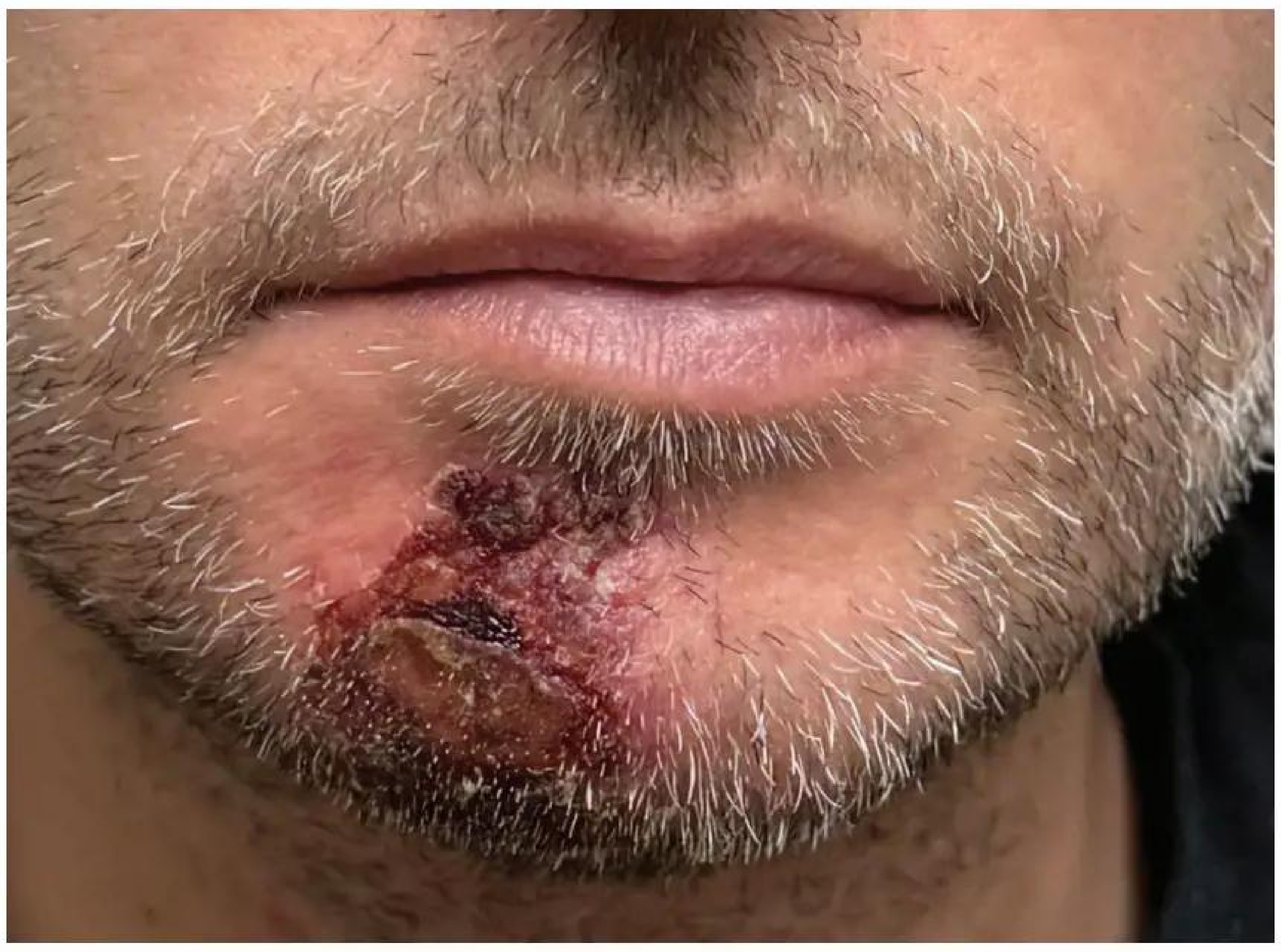
In this case, the patient (SA) presented to the clinic after having had chin injections with hyaluronic acid dermal filler to enhance the structure of their chin. The treatment was performed elsewhere. They contacted the clinic three days after having had their treatment because they developed increasing soreness and weeping around the injection site. The patient immediately came to the clinic upon our request, and their chin looked like the picture above. This was immediately recognised as the third stage of a vascular occlusion (bacterial bioburden). The injected area was weeping and SA was in pain. There was poor capillary refill around the right side of the chin as well as the mucosal tissue around the lower gums on the same side. SA was given immediate treatment which included:

- High dose dissolving (1ml hyaluronidase, 1500IU diluted in 1ml of 0.9% bacteriostatic saline) – using microcannula (25G) to flood the area along with firm compression and massage
- High dose aspirin (300mg for seven days)
- High dose oral steroid (Prednisolone 40mg for five days- with gastric cover using Omeprazole Gastro-resistant capsules 20mg)



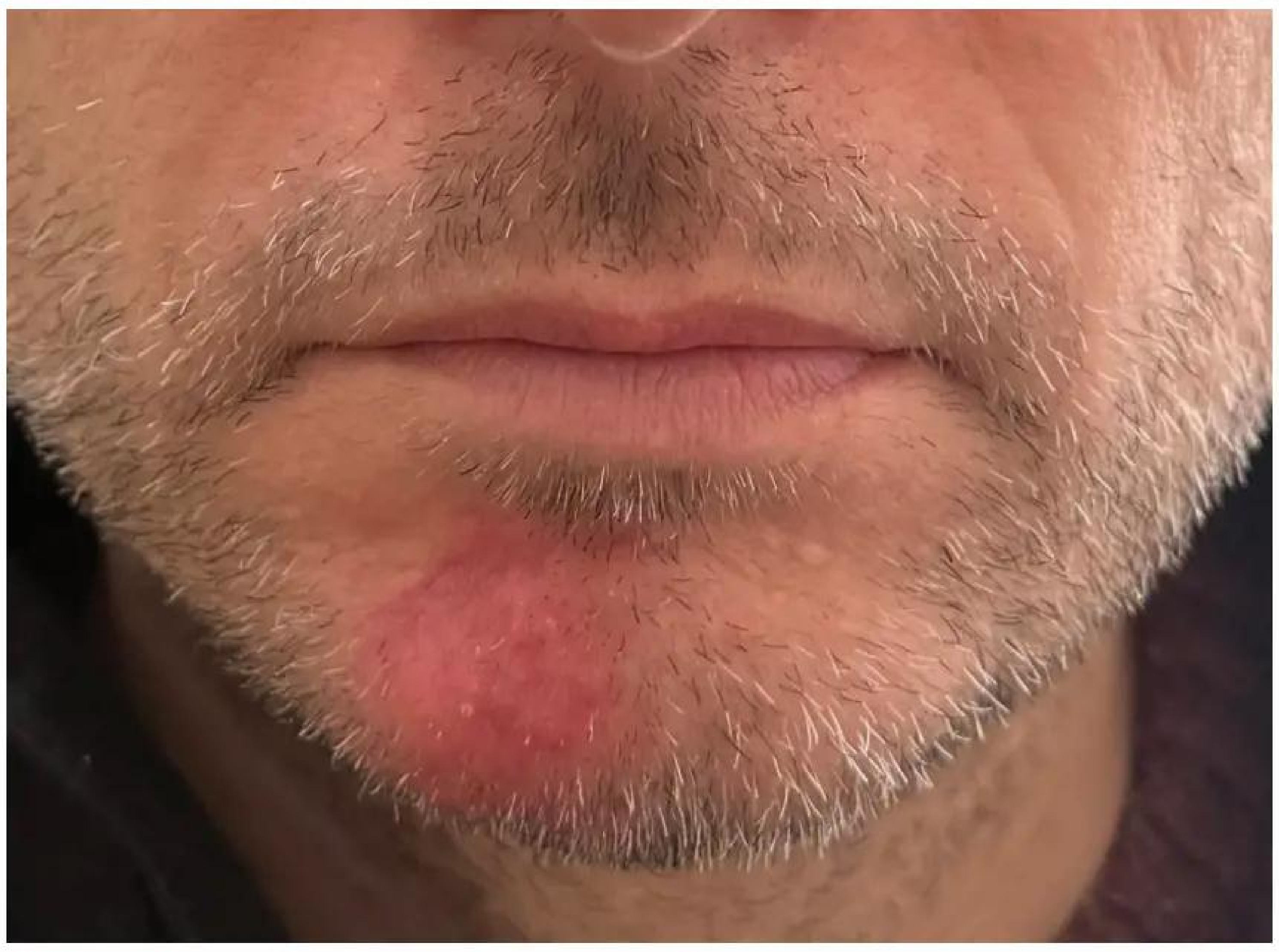
▲Three days post-treatment (how the patient presented)

SA was advised that he would need daily reviews for the first week and would need to apply a warm compress for five to 10 minutes several times a day to increase the chances of breaking down the dermal filler and improving perfusion into the tissues. He was also booked for five sessions of hyperbaric oxygen treatment (90 minute sessions) to maximise oxygenation to the tissues. SA was seen again the next day and given another 1ml of high dose dissolving. The local NHS plastics department was also informed just in case further intervention was required.



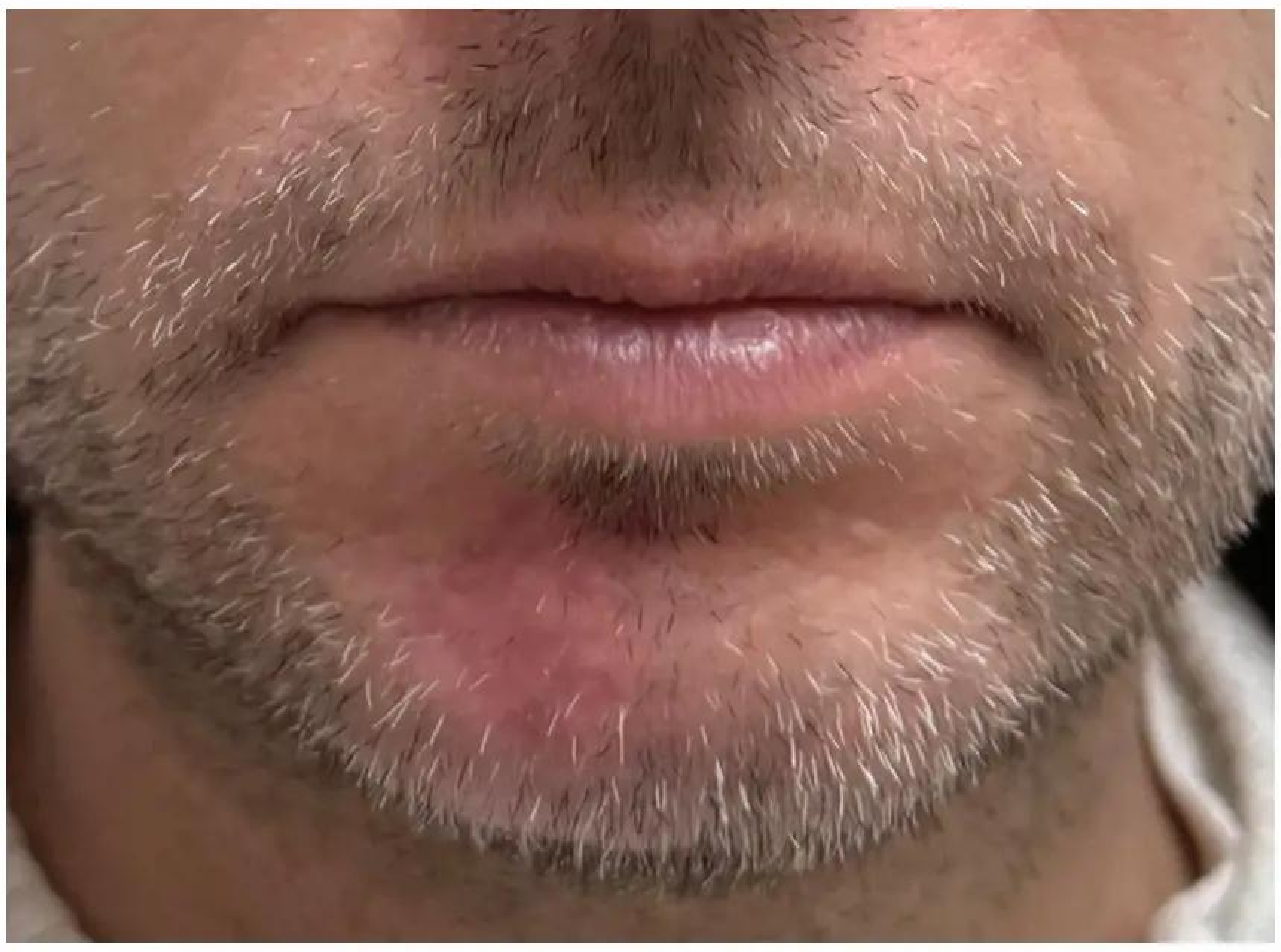
▲ **Day 5 post-treatment (early progress – "worse before better")**

By day 5, the treatment area looked darker as the outermost layers of tissue began to coagulate and slough off, giving the appearance of necrosis which can often make practitioners concerned that the patient's condition is getting worse. Experienced practitioners will know that this is part of the recovery process and that things will often look worse before they look better. Despite the seemingly worse-looking appearance, capillary refill of the surrounding tissues and the lower gums was now less than three seconds; a promising sign of recovery. Reviews were now reduced to every few days as things continued to improve.



▲ **Day 14 post-treatment (recovery phase)**

Two weeks later, the tissues looked much improved with only mild redness remaining as the tissues continued to heal. The patient raised concern that his beard had not yet begun to regrow in the affected area and was worried that he would require topical hypertrichotic treatments (such as minoxidil) or even a hair transplant. He was reassured that because the occlusion was managed quickly, follicular damage was unlikely to be permanent – and indeed, hair regrowth later confirmed this.



▲ **One month post treatment**

By one month post treatment, the patient had made a near-full recovery, with no significant scarring or textural changes. The case demonstrated how even a serious complication can resolve favourably when treated promptly and consistently.

CONCLUSION

This case serves as a valuable reminder that while vascular occlusions are rare, they can happen in any clinical setting. With rapid recognition, immediate access to dissolving agents, and structured follow-up, patients can make a full recovery. At Harley Street Dermal, our focus remains on excellence in aesthetic outcomes underpinned by patient safety, education, and evidence-based care. AM

KEY POINTS TO CONSIDER:

- **Act fast**
  The most important thing to do when managing a vascular occlusion is to respond quickly and thoroughly.
- **Hyaluronidase diffuses**
  Many injectors think that because the artery is blocked (in this case, the ascending mental artery) that the dissolving needs to be injected directly into the artery. This would be extremely difficult as the median artery width is around 0.7mm, meaning pinpoint precision under ultrasound, which isn't practical in an emergency setting. Hyaluronidase tends to diffuse across the tissues meaning that it can enter the artery as long as it's injected close by in high concentrations
- **Things will look worse before they look better**
  "The night is often darkest just before the dawn." Reassure your patient that in cases such as these, things will look worse before they look better
- **Don't delay, defer**
  Don't be afraid to escalate the case to your local NHS plastics service if you feel out of your depth.

THE MOST AWARDED LIGHT THERAPY COMPANY IN THE WORLD

AESTHETICIANS' CHOICE AWARD
BEST FULL-BODY LED DEVICE
DERMASCOPE MAGAZINE

PROFESSIONALS' CHOICE AWARD
CELLUMA LIGHT THERAPY
AMERICAN SPA MAGAZINE

CELLUMA LIGHT THERAPY
PRODUCT INNOVATION OF THE YEAR
THE AESTHETICS JOURNAL

● **clear breakouts** ● **body contouring** ● **reduce wrinkles** ● **increase circulation**

Celluma can be used by the whole family and is MHRA/FDA-cleared to treat:

- Acne
- Wrinkles
- Arthritic pain
- Body sculpting
- Muscle spasm
- Hair restoration
- Muscles & joint pain
- Muscle tissue tension
- Decrease inflammation
- Increase micro-circulation

celluma UK

Exclusively available at **UNIQUESKIN** The Professionals Choice

EXO-COMPLICATIONS

Regenerative expert and nurse **Claudia McGloin** investigates the complications involved with human-derived exosomes

CLAUDIA MCGLOIN

Claudia McGloin is a registered nurse and holds dual registration in both the UK and Ireland. With more than 27 years' nursing experience, McGloin is the clinical director and nurse practitioner at The New You Clinic in Sligo. She is one of Ireland's leading platelet-rich plasma experts and has performed thousands of PRP treatments. She has shared her expertise on the international stage and in various publications.

Exosome-based therapies have emerged as an exciting frontier in aesthetic dermatology, often marketed for their regenerative potential in skin rejuvenation and repair. Human-derived exosome products are not licensed for clinical use in the UK, due to the lack of large-scale safety data and formal approval from the Medicines and Healthcare products Regulatory Agency (MHRA) for aesthetic applications.

CASE STUDY: COSMETIC SKIN REJUVENATION USING EXOSOME INJECTIONS

A recent case series from South Korea provides insight into potential complications associated with human-derived exosome treatments. The study included eight female patients, aged 26 to 52, who underwent cosmetic skin rejuvenation using exosome injections.

Each patient developed inflammatory skin reactions, presenting as firm, erythematous papules or nodules at the injection sites. The lesions appeared within a variable timeframe, ranging from two weeks to three months after the procedure.

Biopsies were performed to find the underlying pathology, revealing necrotising granulomatous inflammation.

There was no evidence of infection or mycobacterial involvement, suggesting that the reactions were immune-mediated and directly associated with the exosomes.

Treatment responses in the series were variable. Patients received topical or systemic corticosteroids to manage the inflammation, but resolution was incomplete in several cases.

The study highlighted that even biologically derived exosomes, which are often perceived as safe due to their human origin, can provoke significant immune responses, particularly when preparation methods, product purity, and administration techniques vary.

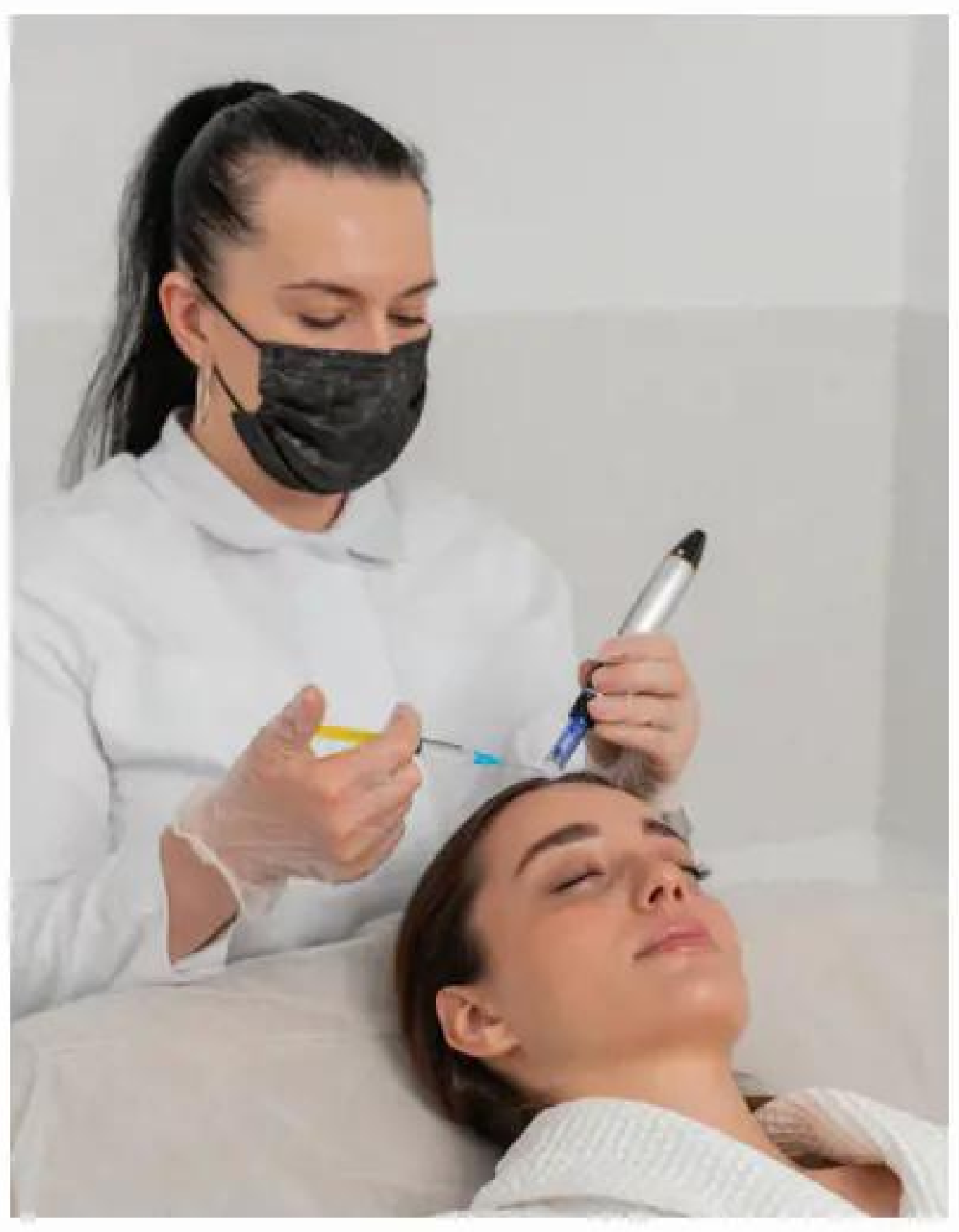
The findings emphasise the need for a standardised manufacturing processes, rigorous quality control, careful patient selection and comprehensive informed consent.

They also emphasise the need for post-treatment monitoring to improve understanding and management of complications.

COMPLICATIONS IN HUMAN-DERIVED EXOSOMES

Exosome products can differ widely depending on the source tissue, isolation and purification protocols, storage conditions, and formulation methods.

Variability can influence the presence of residual cellular debris or immunogenic molecules, which may trigger inflammatory responses. The precise immunologic mechanisms underlying granulomatous reactions remain unclear, but delayed-type hypersensitivity to exosomal proteins or contaminants is a likely contributor. These findings illustrate that even human-derived, minimally manipulated biological products are not entirely risk-free.



BALANCING INNOVATION WITH SAFETY

The cases underscore the broader issue of regulatory oversight. In many countries, exosome products are marketed as cosmetic serums or injectables without standardised manufacturing protocols or rigorous clinical testing.

In the UK, they are not licensed for clinical use, and their administration outside regulated clinical trials would constitute an unapproved therapy. This regulatory gap has significant implications for patient safety, particularly given the potential for delayed immune-mediated complications.

Clinicians considering any form of experimental biologic therapy must exercise caution, ensure rigorous quality control, and provide thorough informed consent detailing the experimental status of the treatment and the possibility of adverse reactions.

CLINICAL PERSPECTIVE

Vigilance is essential, early recognition of papular or nodular lesions allows timely biopsy and initiation of anti-inflammatory therapy, potentially limiting complications.

Patient selection is crucial- those with autoimmune conditions, prior hypersensitivity reactions, or other predisposing factors may be at higher risk of adverse immune responses.

In addition, clinicians should document and report any adverse events to support pharmacovigilance and help guide the development of future safety standards.

THE FUTURE OF HUMAN-DERIVED EXOSOMES

Despite these concerns, exosome therapies continue to hold promise for aesthetic medicine. They can promote wound healing, stimulate collagen synthesis, and enhance tissue regeneration, making them attractive adjuncts to minimally invasive dermatologic procedures.

Practitioners must prioritise patient safety, adhere to regulated therapies, and ensure that any experimental treatments are clearly communicated as such, including potential risks of delayed inflammatory reactions.

There are plant and animal exosomes available in the UK that hold the CE mark and have some clinical data and case studies available.

Case study: MALE SKIN TRANSFORMATION

Independent nurse prescriber **Yuliya Culley** discusses a multi-modality approach to creating a long-term, consistent and structured skin management plan for a male in his mid-40s who wanted to improve the texture and appearance of his skin

PATIENT OVERVIEW

Patient: male
Age: 44
Practitioner: Nurse Yuliya Culley
Product intervention: multi-modality + injectables
Intervention goal: subtle rejuvenation

▲ **Patient progress selfies**

Men are increasingly seeking treatments to address skin damage and ageing without resorting to invasive procedures which might unnaturally change their appearance. The latest iterations of energy-based devices, regenerative treatments and effective, clinical-grade, topical skincare offer all patients, and particularly men, a subtle but effective approach to revitalised skin.[1,2]

CASE STUDY

Prior to presenting at my Novello Skin clinic in 2023, this 44-year-old patient attended a London practice for minor aesthetic treatments, such as muscle relaxant injections and occasional skin boosters. However, concerned about a lack of consistency in his treatment and aftercare, he asked me to create a bespoke treatment and skincare regime, which he could commit to for the long term.

The patient was fit and healthy and maintained a good diet and exercise routine. However, he works outside for long hours – often every day – in all weather conditions. His objective was to preserve a natural appearance while achieving fresher, more vibrant skin.

At his initial consultation, I observed enlarged pores, static lines across his forehead and periocular area, erythema across his cheeks as a result of sun damage, with some telangiectasia, mild mid-face volume loss and mid-cheek lines caused by soft tissue sagging. Because of his busy lifestyle, I focused on creating a continuing, sustainable, in-clinic and at-home treatment plan that we could review regularly.

TREATMENT PLAN - PHASE 1: SKIN PREPARATION

Prior to embarking on in-clinic treatment, I stabilised his at-home skincare regime with the ZO Skin Health Daily Program for eight weeks, then introduced ZO Wrinkle + Texture Repair 1% retinol at night, along with ZO Firming Serum for the four weeks prior and following in-clinic procedures. He also began to apply SPF 50 every day to protect his skin from any further sun damage.

PHASE 2: COLLAGEN STIMULATION

At week six of his clinical-grade skincare, he began his course of three sessions of microneedling with radiofrequency[3] using Cutera's Secret RF at four-week intervals[4,5.]

- **Session 1:** 40% energy level using a 25-pin, semi-insulated needle, with two to three passes at variable depths: Forehead -1.2 - 0.5mm; Periocular – 1.5 -0.8mm; Mid-cheek – 2.5 – 0.5mm; Lower face – 2-0.5mm; Submental and neck areas – 2 – 0.5mm.[4,6,7]
- **Sessions 2 & 3:** 50% energy, while maintaining the treatment depths to each area.[4,5]

PHASE 3: VOLUME RESTORATION

Following his course of microneedling with radiofrequency, in 2024, the patient received Ellansé M dermal filler for immediate volume correction and to stimulate his natural collagen production.[8] I used a total of 3ml of filler for his mid and lateral cheeks – including his zygomatic arch and preauricular areas – to restore structural support at the subcutaneous level to achieve a subtle lift.

PHASE 4: POLYNUCLEOTIDES

To optimise skin regeneration and restoration on a cellular level, I then prescribed Polynucleotides Plinest Mastelli 20mg/ml in three sessions at three weekly intervals for his forehead, periocular region and cheeks[9,10] prior to a CO_2 laser treatment. Polynucleotides offer anti-inflammatory and wound-healing properties, DNA repair and collagen synthesis – helping to increase skin regeneration.

PHASE 5: CO_2 FRACTIONAL LASER FOR ADVANCED SKIN RESURFACING

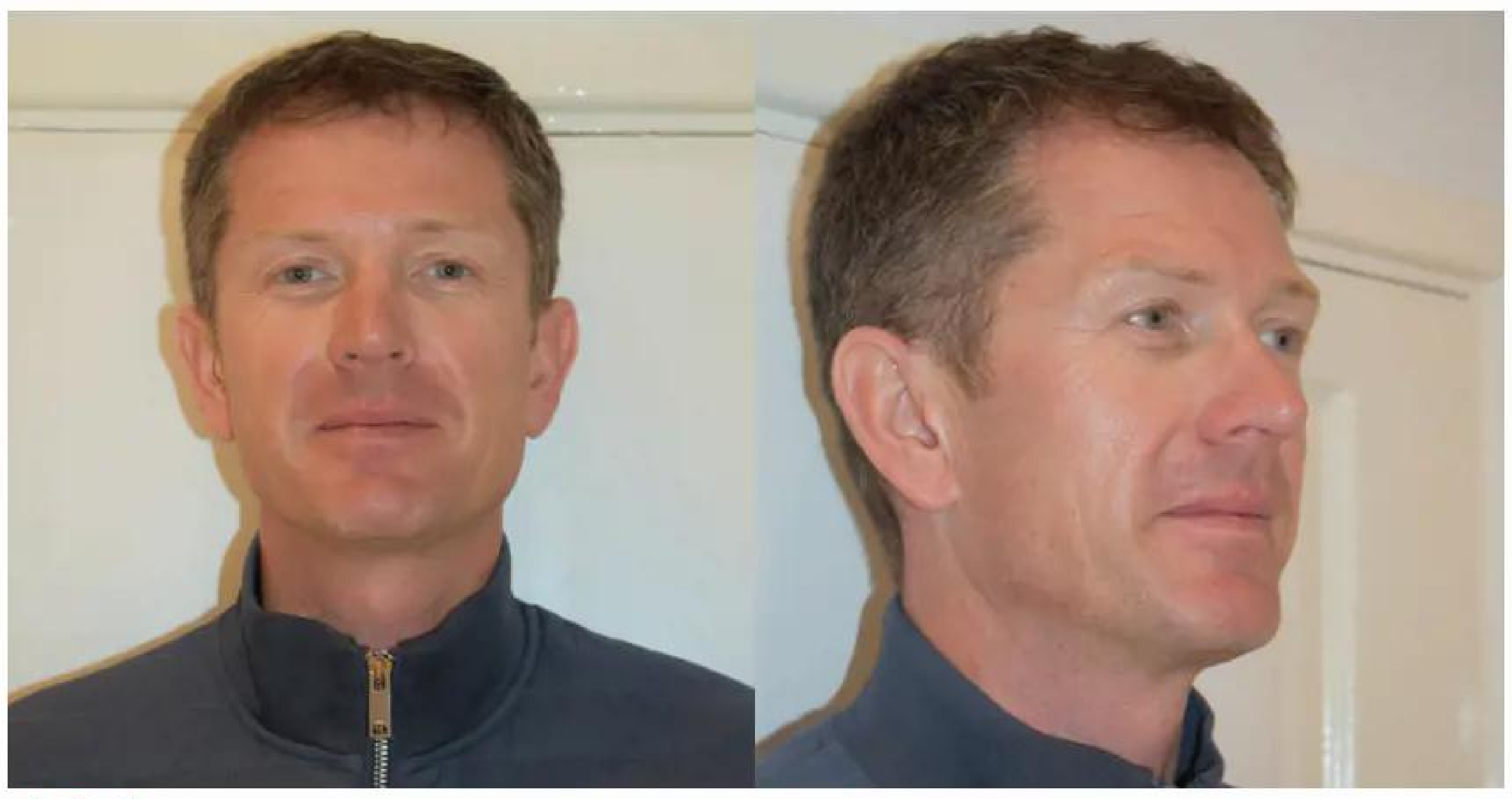
In March 2025, the patient received Secret PRO Ultra CO_2laser resurfacing. The patient's skin was prepared with a topical anaesthetic of 4% Lidocaine (LMX4), 30 minutes prior to his procedure, followed by Clinisept. He wore laser goggles to protect his eyes. I had administered a patch test five days prior to the main treatment session. The treatment itself comprised an energy setting of 42mJ and a laser density setting of 1mm, consisting of two passes in square and diamond patterns[11] to his full face; one pass of 42mJ, with 50% overlapping to his periocular area and a single pass to his neck using a scattered laser pattern.[11]

Following his treatment, I applied Exosomes EvoCyte SRLV topically to accelerate skin healing, reduce inflammation, enhance tissue regeneration, promote collagen synthesis and repair damaged cells.[4,12]

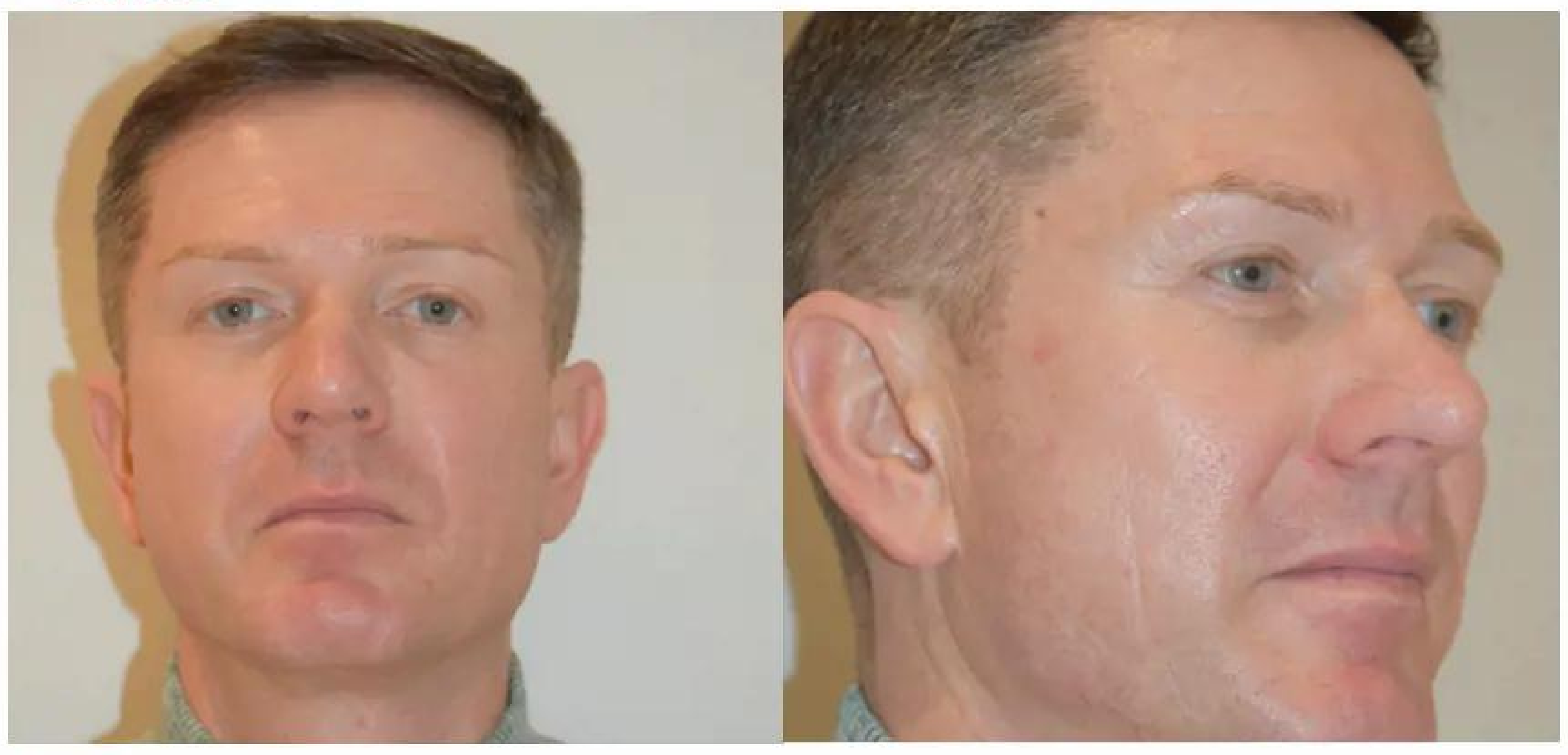
AFTERCARE

Following most of his procedures, the patient's aftercare mainly centred on his consistent use of SPF 50, good hydration, and avoiding excessive temperatures, such as saunas, steam rooms and direct sun exposure.[5,11,13]

In addition, in the three days following his CO_2 fractional laser treatment, he was advised to cleanse using only water on the day of his treatment, followed by a mild gel cleanser on the days following to keep his skin moist at all times.[5] He used Biafine emulsion to maintain his skin barrier, along with SPF 50. I also advised him to avoid exercise, excessive heat and direct sun exposure until full recovery approximately seven to 10 days post treatment.[11] I reviewed him at one and four weeks post treatment to monitor healing and adjust his skincare, as necessary.



▲Before



▲After

ONGOING MAINTENANCE & FUTURE TREATMENT PLANNING

The patient continues to have Hydro-O_2 facials every eight to 12 weeks. We repeat the microneedling with radiofrequency every nine to 12 months. I also review his skin needs every four months, adjusting his medical-grade, at-home skincare to ensure consistent progress.

We plan to maintain his results using a combination of treatments including:

- Hydro-O_2 facials with Excel V+ Laser Genesis for collagen stimulation and redness control
- Ellansé M dermal filler if volume loss reoccurs
- Six-monthly polynucleotides treatment to maintain skin regeneration

The patient is also open to other treatments, including skin boosters and Laser Genesis, but is pleased with the results of his current treatments at this stage

THE RESULTS

The combination of clinical-grade skincare and in-clinic treatments have improved the texture and elasticity of the patient's skin. The patient is highly satisfied with is results, saying he frequently receives compliments on his skin and has referred multiple clients to the clinic as a result.

CONCLUSION

Clinics should be mindful that energy-based devices constitute a significant investment both in terms of the initial outlay and ongoing maintenance costs, meaning they should be a considered purchase that will appeal to an existing client base.

However, taking an integrated approach – combining energy-based devices with regenerative injectables- supports long-term results that encourage ongoing patient engagement. [2,3,13,14] This creates sustainable practice revenue, while delegating treatments to other, qualified members of my team creates cost-effective continuity of care that helps to foster better patient-clinic relationships.

Scan for references:

YULIYA CULLEY RGN, INP, BSC, MSC

Yuliya Culley is a registered general nurse and independent prescriber. She qualified in 1998, and has general experience in emergency, cardiology and dermatology nursing. She is a member of the Royal College of Nursing (RCN), The British Association of Cosmetic Nurses (BACN) and the Association of Nurse Prescribing (NP). She is clinical director of Novello Skin in Cheltenham, Gloucestershire.

SCULPT PRO
AESTHETICS

LEARN MORE

NEW

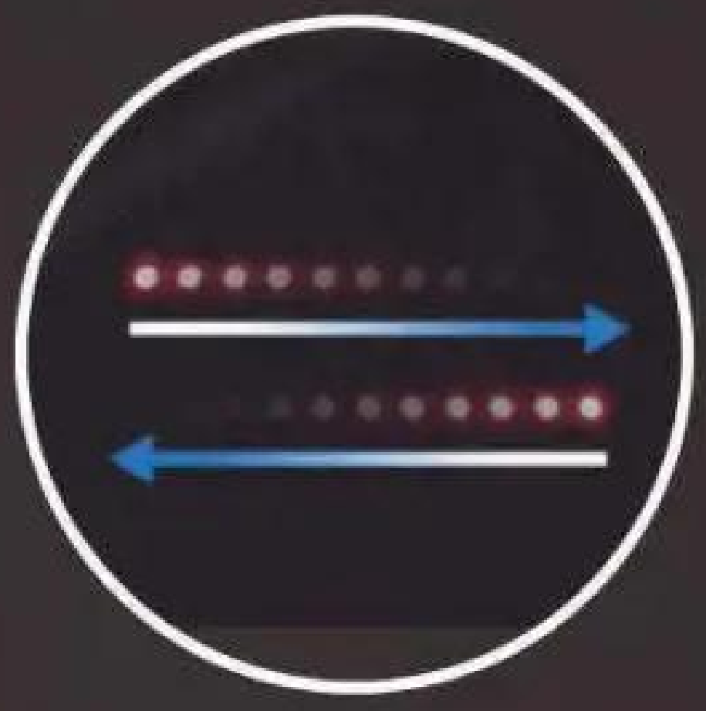
Ultra 4D
PLATINUM

ADVANCED FACE & BODY HIFU

Discover the **Ultra 4D Platinum**, a next-generation High-Intensity Focused Ultrasound (HIFU) device designed to revolutionise non-invasive **face and body treatments**. Incorporating advanced HIFU Continuous Working Mode (CWM) technology, delivering faster, smoother treatments with exceptional results in **face and neck lifting, skin tightening, fat reduction, and body contouring**.

Ultra 4D
7.0 mm
4.5
Ultra 4D
PLATINUM
LINE SHOT
ONE SHOT

HIGH-CAPACITY CARTRIDGES



FAST SHOT SPEED WITH CWM

7 SPECIALISED CARTRIDGES

BEFORE
AFTER
BEFORE
AFTER
BEFORE
AFTER
BEFORE
AFTER

CONTROLLER

POWER

MADE IN KOREA

- CLINICAL SUPPORT & GUIDANCE
- TREATMENT STARTER PACK
- CPD ACCREDITED TRAINING
- 24/7 TECHNICAL SUPPORT
- MARKETING MATERIAL & SUPPORT
- COMPREHENSIVE WARRANTY

0161 989 3388 sculptpro.co.uk

THE Root Cause

Androgenic alopecia is a common side effect of hormonal changes. Trichologist **Claire Fullam** reveals why preventative scalp care matters, and how incorporating scalp health into your clinic can elevate both client results and revenue

HOW DID YOU GET INTO TRICHOLOGY?

"I lost my own hair 10 years ago. I had the biggest head of red hair, and in five weeks, I lost 90% of it. I went through so many different emotional challenges, trying to work out why this was happening.

"I went to everyone, and no one took the time to explain to me what an autoimmune condition was, that it was going to get worse before it gets better, and why I am spending money on these products.

"So I built an online following documenting my hair loss, and five and a half years ago, I went back to college, studied trichology, and then I opened our clinic, Trua.

"There's a phrase in psychology, the wounded healer, which means when a person has experienced something, they're the best healers for that experience, because they understand things at a deeper level, and they have more empathy towards people.

"Hair loss isn't about vanity; it really can alter the course of someone's life. It's important to have honest conversations about it as much as possible."

WHAT ARE THE MOST COMMON SCALP CONDITIONS THAT YOU SEE IN YOUR CLINIC?

"We mainly treat women going through perimenopause, menopause, and post menopause, when there's a drop in estrogen and a rise in androgen which causes androgenic alopecia.

"93% of hair loss is androgenetic alopecia, which is when you lose all of your hair, this is also the kind of hair loss you commonly see in men.

"Women who suffer with PCOS and endometriosis, can also face androgenic alopecia. The other 7% is telogen effluvium which is typically temporary hair loss."

WHAT ARE SOME COMMON MISCONCEPTIONS YOU HEAR ABOUT SCALP CARE?

"I could write a book about the things we hear. I think the most common one is that it's good to leave your hair unwashed. The reality is you have to put scalp care first, and not washing your scalp can have huge implications on your scalp and hair health, so washing it regularly for most people is a good idea.

"I'd love to kind of educate people on shopping for your hair. People shop for the hair that they want, but when it comes to your scalp, it's important to shop for the hair that you have."

ARE YOU SEEING A MOVE TOWARDS PREVENTATIVE SCALP AND HAIR HEALTH CARE?

"Yeah, 100% that's why we brought Remi to the market, because I saw this trend. A lot of brands were reacting to hair loss, but what should we do before then? We see it in the clinic as well, and preventive care can help a lot with preventing hair loss."

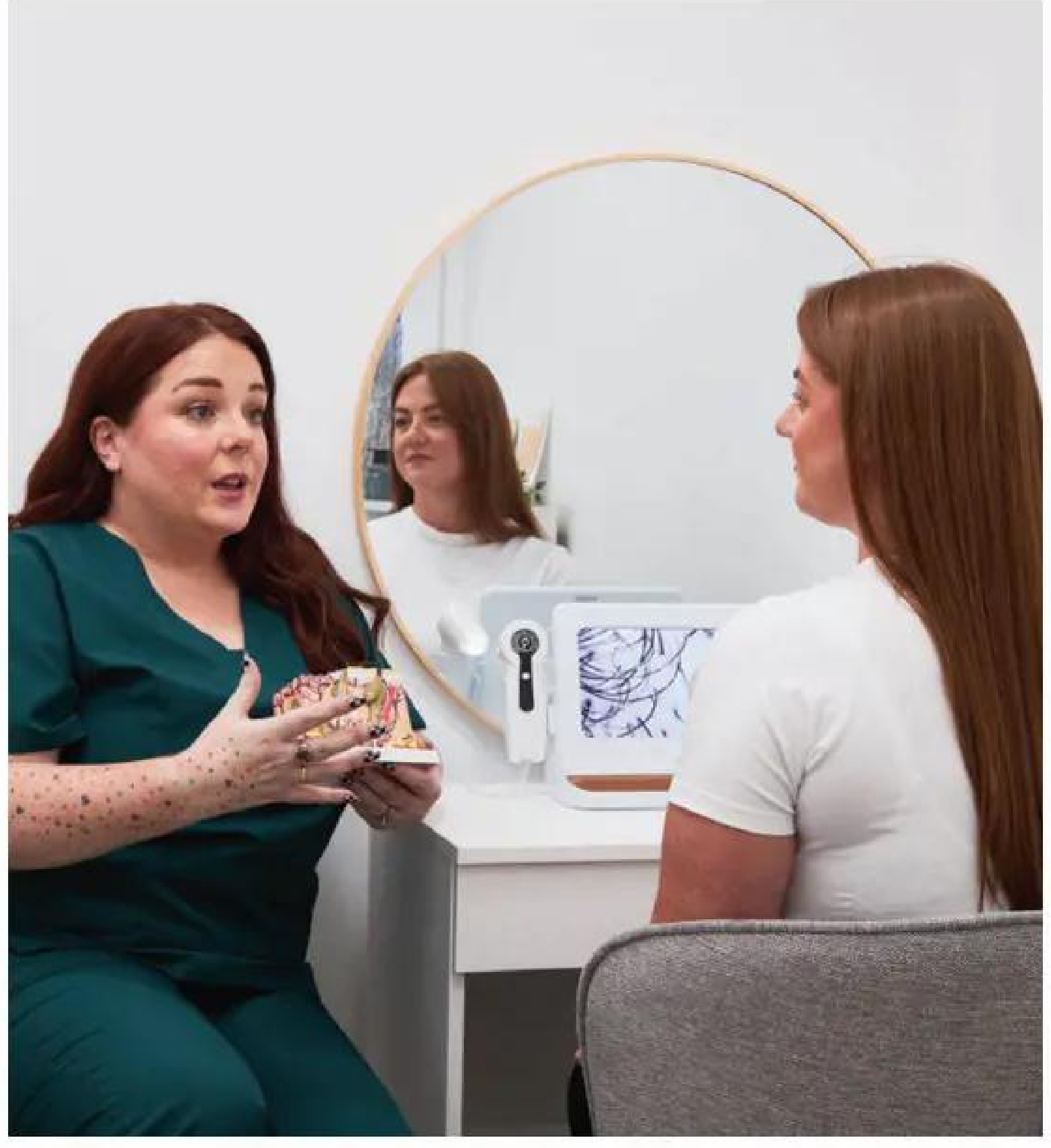
HOW CAN INTRODUCING SCALP HEALTH SERVICES CREATE NEW REVENUE STREAMS FOR AESTHETIC CLINICS?

"You don't have to be a trichologist to treat the scalp; education is important, but scalp health coincides with a lot of aesthetic treatments such as microneedling. It's an excellent revenue source for aesthetic practitioners because your patients are already a clientele that look after their skin and they are willing to spend money, so you can upsell for procedures, such as exosomes in the scalp.

"There is an audience for scalp health, but you need to create a space where people feel comfortable talking about scalp concerns, and educate your staff so they understand how to speak to patients about their scalp. If someone cares about their skin and they understand their skin, they'll also spend money on their scalp."

LOOKING FORWARD, WHAT INNOVATIONS ARE YOU MOST EXCITED ABOUT?

"Exosomes are doing so much for scalp health, quickening up the process of bringing back the hair. However, they won't work for people with complete scarring hair loss and immune forms of alopecia, however for androgenic alopecia we're seeing really great results." AM



WOMEN *in*

aesthetic

MEDICINE

EMPOWERING WOMEN IN AESTETICS

Supporting women in the industry as they become the leaders of tomorrow

Join the community

Aesthetic Medicine aestheticmed_live /aestheticmedicinelive @AestheticMLive

PROFESSIONAL BEAUTY GROUP

www.aestheticmed.co.uk/wiam

AUTOIMMUNE DISEASE AND *the Skin Barrier*

General practitioner **Dr Ginni Mansberg**, one of Australia's leading women's health experts, explains what aesthetic practitioners need to know about autoimmune disease and how it affects the skin

Many practitioners are only too aware that their patients with autoimmune diseases have a higher risk of skin sensitivity. There is a growing body of evidence suggesting that autoimmune disease and skin sensitivity may be bidirectional. In other words, skin barrier damage is not just the result of autoimmune diseases but may also be the cause.[1]

Autoimmune diseases are chronic conditions in which the immune system mistakenly attacks the body's own tissues.[2] More than 150 such diseases have been identified, from systemic lupus erythematosus (SLE) and rheumatoid arthritis to Hashimoto's thyroiditis, psoriasis, type 1 diabetes, vitiligo and crohn's disease.[3] They can affect virtually every organ system, and in many cases, the skin provides the first visible sign of disease activity through erythematous rashes, pigmentation changes, sensitivity and impaired healing.[4]

THE SCALE OF THE PROBLEM

Autoimmune diseases have been increasing in prevalence and now affect an estimated 12.5% of the population[5], with nearly 80% of cases occurring in women.[6] The recent rise in incidence has been linked to changes in diet, exposure to xenobiotics, air pollution, infections, lifestyle, stress, and climate change.[5] As a result, not only are many of our patients likely to be affected (diagnosed or not), but autoimmunity may influence their response to treatments, wound healing, and barrier tolerance.

A BARRIER UNDER SIEGE

Increasingly, research points to the epithelial barrier in the epithelium of our skin, gut and respiratory linings as a critical interface between the body and the outside world. These epithelial cells, supported by a diverse community of commensal microbes (the microbiome), regulate what enters the body and how the immune system reacts.[7]

When this barrier becomes compromised (sometimes referred to as "leaky" skin or gut)[7] periepithelial inflammation ("epithelitis") is triggered with the release of various chemical "alarmins" (including IL-33, IL-25, TSLP), setting off downstream immune activation that can propagate beyond the original site.[7] It can also lead to microbial dysbiosis (loss of diversity and opportunistic colonisation) and a chronic inflammatory response that can amplify or exacerbate autoimmune diseases across the body.[8]

WHY THIS MATTERS IN AESTHETICS

For practitioners, an impaired barrier means higher reactivity, slower healing, and unpredictable responses to some aesthetic treatments, including laser and energy-based devices and deep peels.[9] Even HA fillers, which are generally very well tolerated, have been linked to both delayed-onset nodules (DONs) and autoimmune syndrome induced by adjuvants (ASIA) in people with autoimmune disease.[9]

Given this, I suggest a careful discussion with any patient with a known autoimmune disease before procedures and documentation of this in their file. I would also suggest avoiding treatments during an autoimmune flare.

This should be done together with a follow-up a week after any treatment, looking for any atypical inflammatory signs (delayed nodules, granulomas, unusual dysesthesia).

SUPPORTING THE BARRIER

While systemic control of autoimmunity requires medical management, aesthetic professionals can play a valuable role in protecting and restoring skin barrier function. Evidence-based steps include:

- Moisturisation using ceramide- and niacinamide-rich formulations to strengthen the stratum corneum.[10]
- Avoidance of irritants such as soaps, harsh surfactants, and fragrances.[11]
- Ensure a correct pH of skincare products. The skin's protective acid mantle is essential for maintaining proper barrier function, and less acidity leads to inflammation and infection.[12]
- Sun protection to limit UV-induced inflammation.[13]
- Gentle actives with proven barrier benefits rather than aggressive actives.[9]
- Lifestyle advice that supports gut and skin microbiome diversity. This includes a balanced, minimally processed diet [14], daily exercise including resistance exercise and reduced exposure to household toxins.[15]

Scan for references:

DR GINNI MANSBERG

Dr Ginni Mansberg is a GP, TV presenter, podcaster, author and columnist. She is a physician specialising in women's health, menopause and all things skin. She is also the co-founder and medical director of science-based cosmeceutical skincare brand, Evidence Skincare (ESK), and author of bestseller, The M Word, How to Thrive in Menopause.

Know your WORTH

Are you one of the many women in aesthetics who struggle to charge their true value? If so, you are not alone, writes **Vicky Eldridge**

If there's one conversation that keeps surfacing among women in aesthetic medicine, it's the discomfort many of us feel around pricing and assigning a monetary value to the services we provide.

We've all had those clients who want to pay the least and expect the most, so we know that nothing is more draining to our sense of self-worth than feeling undervalued. Yet, many of us frequently undervalue ourselves by undercharging for the work we do or feeling fearful about "owning" our prices.

MONEY TALKS

It's estimated that 78% of practitioners in the UK's aesthetics sector are female[1], a figure that rises to 86% when you include the beauty and wellbeing side of the market.[2] With the sector now valued at £3.2 billion[3] and showing an impressive 8.4% annual growth rate, women are making huge financial contributions to the economy. So why do many of us still find it so hard to talk about money?

Whether it is accepting less than our male counterparts for speaking or training roles, avoiding putting prices up or undercharging for treatments, many of us shy away from conversations about pricing out of fear that asking for our true worth will seem greedy, or worse, drive business away.

MIND THE GAP

It's hard to believe that in 2025, a gender pay gap still exists, but it does.

While progress has been made – the UK now records one of the lowest gender pay gaps since mandatory reporting began in 2017[4] – the imbalance persists.

In England, female hospital doctors earn on average 18.9% less than men when measured by full-time equivalent mean pay[5], while female GPs earn 15.3% less than their male peers. In addition, a joint report from the World Health Organisation and the International Labour Organisation published in 2022 revealed that, globally, women in healthcare earn 24% less than men.[6]

And aesthetics is not immune. Female plastic surgeons reportedly earn around 11% less than their male counterparts, despite similar qualifications, experience, and caseloads.[7]

While the gap may be less visible when it comes to private practice, where many women are successful business owners, that doesn't make the impact of it any less real. In fact, its presence may be manifesting in the subtle ways women undervalue their time, hesitate to raise prices, or accept unpaid emotional labour as part of the job.

As Dr Mayoni Gooneratne, founder of Human Health and member of the Women in Aesthetic Medicine (WIAM) board, notes, "If we want to close the gap, we have to start by valuing our own contribution and stop apologising for earning well."

THE "GOOD GIRL" HANGOVER

Studies consistently show that women are more likely than men to underprice their services, hesitate in negotiations, or apologise when discussing money. In one 2025 survey by AllWork, 60% of female professionals said they knowingly charged less than competitors for equivalent work, not because they lacked skill, but because they feared rejection or self-doubt.[8]

As Hello Media notes, many women internalise the belief that being helpful is more important than being fairly compensated. It's the "good girl" hangover.

We have been taught from an early age that being liked matters more than being assertive about our needs. Good girls say "yes". They nurture, not negotiate.[9]

In aesthetic medicine, that dynamic is amplified. Practitioners are not only clinicians but also entrepreneurs, and the industry's patient-facing, service-driven nature often rewards "pleasing" behaviour. This means the line between caring and over-giving is easily blurred.

WHEN PURPOSE MEETS PRICING

While men are more likely to approach clinic growth through a commercial lens, women often balance it with a sense of service, empathy, and patient care, qualities that, ironically, are priceless but too often underpaid.

Dr Gooneratne says, "Many women in our field come from a place of deep purpose. We care about people. We want to make a difference. But sometimes that sense of service makes it hard to separate value from validation.

"I see incredibly skilled women who have invested thousands in training and professional development, yet still feel guilty about charging properly for their time. One of the hardest things as a woman for me has been really standing up for my worth and knowing what I bring to the table. Not so much with patients and clients, but more in other roles I'm turning up in."

THE HIDDEN COSTS OF UNDERCHARGING

So what is the harm in undercharging? In reality, undervaluing your services doesn't just hurt your bottom line; it can leave you feeling exhausted, resentful, and financially strained. It may also seep through to your patients, who may subconsciously equate low prices with lower quality.

REFRAMING YOUR WORTH

So how do we begin to change this narrative? Dr Gooneratne suggests starting with self-awareness. "Undercharging is where self-doubt shows up in your business model. It's a mirror", she says. "Once you see that, you can start to change it. Ask yourself why you feel uncomfortable around money. Whose voice is that – yours, or something you've absorbed from the culture around you? Then, look at the evidence: your qualifications, your patient results, your reviews. Anchor your pricing in facts, not feelings."

She also emphasises the importance of standing up for yourself and having boundaries. "Something I've got better at is really standing my ground. There's this concept of detaching yourself from difficult people, personalities and poor-paying clients, and that has really stood me in good stead. When women charge their worth, it doesn't just elevate their own business; it raises the standard for the entire profession."

So the next time you hesitate to quote your prices, remember: you're not charging for the 30-minute appointment, you're charging for the years of education, time away from your family, and passion you have poured into building your business and making you the practitioner you are today. And that is worth every penny.

REFERENCES

.1. https://www.hamiltonfraser.co.uk/content-hub/empowering-women-in-aesthetics
2. https://www.policybee.co.uk/blog/uk-hair-and-beauty-industry-statistics
3. https://www.axiomflux.co.uk/uk-aesthetic-industry-market-report-2024/
4. https://www.pwc.co.uk/press-room/press-releases/research-commentary/2025/uk-gender-pay-gaps-narrow-as-employers-embrace-transparency.html
5. https://www.bma.org.uk/pay-and-contracts/pay/how-doctors-pay-is-decided/review-of-the-gender-pay-gap-in-medicine
6. https://www1.racgp.org.au/newsgp/professional/women-in-healthcare-earn-24-less-than-men-who#:~:text=According%2520to%2520a%2520joint%2520report%2520from%2520the,earn%2520on%2520average%252024-%25%2520less%2520than%2520men.
7. https://pubmed.ncbi.nlm.nih.gov/33326584/#:~:text=Background%3A%20The%20gender%20pay%20gap,less%20than%20their%20male%20peers.
8. https://allwork.space/2025/05/why-do-women-still-undersell-their-own-work/
9. https://www.hellomedia.team/blogs/blog/the-real-reason-women-undercharge-in-business-and-how-to-stop?srsltid=AfmBOorVYaI9XoxJy0Z5ZB5Ngk8AagAa_Jc_u0AF60fjkskYwBBEM3w2

aesthetic
MEDICINE

REGIONAL FORUMS
JUNE & NOVEMBER 2026

INSIGHTS, INNOVATION AND CONNECTIONS TO ELEVATE YOUR AESTHETIC BUSINESS

JUNE 9: LEEDS
NOVEMBER 12: GLASGOW

REGISTER YOUR INTEREST FOR 2026
AESTHETICMED.CO.UK/FORUMS

@AESTHETICMED_LIVE /AESTHETICMEDICINELIVE AESTHETIC MEDICINE

2026
REGIONAL GROWTH FORUMS

AESTHETIC MEDICINE *Trends 2026*

What will be shaping the market next year?

As aesthetic medicine continues to blur the lines between beauty, wellness and technology, 2026 looks set to be a year defined by integration, innovation and intelligent refinement. From the rise of regenerative injectables to the new focus on ocular health, clinics are adapting to meet a more informed, prevention-minded and results-driven patient base.

THE NEW MASCULINE AESTHETIC

In 2026, we predict that the male aesthetics market will go mainstream, with subtle structure and discreet maintenance treatments driving male bookings in 2026.

From 'brotox' to advanced skincare routines, market analysis from the American Society of Plastic Surgeons (ASPS) Procedural Statistics Report predicted that the global male aesthetic market will reach $5.6 billion by 2026.

"Male aesthetics is going to explode in 2026," says Anastasia Koles, aesthetics nurse and founder of ALTA Medispa. "The stigma has dropped, and men now want subtle structure, jawlines, under-eye refreshes and skin tightening that keeps them looking sharp on camera.

"The rise of wearable tech and high-definition video also means men are seeing their faces in detail daily, and they're investing in maintenance the same way women do. Discreet, device-led tweakments for men will be a defining 2026 trend."

SELF AND LAB TESTING

Covid-19 spurred on a self-testing revolution. Consumers have become more engaged with their health and biomarkers, and clinics are responding by offering tests for everything from hormonal imbalances to vitamin deficiencies.

"I see a big push on health monitoring," says consultant nurse practitioner and independent prescriber Tracey Dennison. "There are lots of skin and body scanners emerging on the market as well as other exciting stuff such as mobile bone density screening."

"People are increasingly wanting to understand their baseline health and their markers when they're healthy, rather than just chasing that information when they're ill," adds aesthetic practitioner and clinical trainer Dr Lisa Dinley, who runs blood tests in her clinic. "They want to know what's normal for them, not just according to an average. That more personalised approach is quite exciting."

Our experts hope that in 2026, testing will become more accurate and reliable.

"Health monitoring devices are really interesting, but we need to be asking the question; how are they clinically validated," continues Dennison.

"The same is true for lab testing," says Dr Mayoni Gooneratne. "Nutrigenomics, blood and microbiome testing can be a minefield. Not all labs are reputable."

INJECTABLES FOR "SKIN QUALITY"

"Skin quality" has become a defining buzzword across 2025 that will continue to grow in 2026, with brands introducing new formulations and protocols to address it. The modern approach involves layering treatments such as combining biostimulators or deeper hyaluronic acid fillers with more superficial skin boosters to achieve a balanced, luminous finish.

The focus is no longer just on filling lines, but on restoring elasticity, hydration and skin vitality, creating a fresh, natural aesthetic rather than an "overdone" look.

FULL FACE REJUVENATION

Driven by social media and celebrity influence, 2025 was named the year of the facelift, and 2026 will continue the evolution toward full-face rejuvenation.

Patients increasingly want a harmonious, total result rather than isolated fixes.

To achieve this, experts predict a rise in hybrid approaches that combine advanced surgical techniques with regenerative therapies.

"The route forward is definitely the hybrid application of regenerative procedures alongside facelift surgery," says BAAPS president Norah Nugent.

"Regenerative treatments will continue to develop and mature and will have a significant impact on facial rejuvenation and have the potential to greatly advance and enhance results in the future."

THE RISE IN THE SURGERY & POST-SURGERY MARKET

Over the past five years, it cosmetic surgery has become increasingly normalised – driven by social media transparency, improved techniques and faster recovery times.

"We're seeing a clear rise in surgical procedures such as blepharoplasty, liposuction and facelifts," says Dr Richard Devine, founder of Devine Clinic. "Patients today are more informed, and with greater transparency online, there's a growing understanding of what surgery can achieve compared to non-surgical treatments. This awareness, combined with improved techniques and recovery times, is driving a steady return to more permanent solutions."

The rise in surgery is also fuelling growth in the post-surgery care market, as patients and practitioners look to enhance recovery and longevity of results. Clinics are increasingly offering adjunctive treatments that support healing and optimise outcomes. From radiofrequency and LED therapy to lymphatic drainage and laser rejuvenation. These modalities are helping reduce swelling, boost circulation, stimulate collagen, and refine surgical results.

PERSONALISED TREATMENT PLANS WITH AI & IMAGING

AI diagnostics and adjustable technology are redefining treatment precision. Patients increasingly expect virtual previews of how treatments will look, alongside personalised recommendations based on their skin type and history.

"The one-size-fits-all era is over," says dermatologist Dr Hassan Galadari. "Patients expect treatment plans that are customised to their age, genetics, ethnicity and lifestyle. By 2026, every clinic visit will likely begin with a diagnostic-driven consultation, often AI-powered, that tailors the treatment journey down to the smallest detail. Devices will continue to develop and will allow practitioners to customise treatments such as skin tightening and collagen stimulation to the individual rather than applying a blanket approach. This level of personalisation is the real future of aesthetics."

"Artificial intelligence is completely reshaping how we approach treatment planning," adds Aleksander Josipovic, AI marketing expert and consultant. "From diagnostic imaging that tracks hydration, pigmentation and elasticity in real time to software that predicts how your skin will age, AI is making aesthetics more accurate and outcome-driven than ever.

"By 2026, we'll be using data-based insights to guide every stage of the patient journey - from assessment and custom settings to aftercare and follow-up. It's precision on a level we've never had before."

TREATMENTS FOR DRY EYE DISEASE

In 2026, one of the fastest-emerging intersections between beauty and wellness will be dry eye disease (DED). Once considered solely a medical issue, it's now gaining attention from aesthetic clinics and brands alike.

With millions affected globally, often linked to screen use, contact lenses, hormonal changes, and ageing, the eyes are becoming a new focal point in both comfort and aesthetics.

Filler therapy for dry eye is becoming increasingly popular and involves injecting Lacrifill, a hyaluronic acid-based gel, directly into the tear ducts to block drainage and help the eyes retain natural tears for longer.

Intense pulsed light (IPL) is approved by the Food and Drug Administration (FDA) for managing dry eye due to infected eyelid glands. Studies have found IPL to be more effective than traditional eyelid gland massages combined with hot compresses for treating dry eye.

Clinics are beginning to integrate ocular surface health protocols alongside traditional periorbital rejuvenation.

Inmode's Envision, for example, combines IPL and RF combines therapies to address the root cause of many dry eye conditions, particularly meibomian gland dysfunction (MGD) by gently unblocking oil glands in the eyelids with heat and reducing inflammation.

This shift reflects a broader trend: patients now want bright, hydrated eyes that look and feel healthy. The aesthetic focus on the "eye area" is evolving from injectables and skin tightening to include ocular wellness, positioning DED as one of 2026's most unexpected yet relevant frontiers in aesthetic care.

THE PUSH FOR REGULATION

"With Scotland introducing an aesthetics licensing framework this year, 2026 could likely be the year the rest of the UK begins to follow suit," says Dr Devine. "Stronger regulation is long overdue. It's essential for patient safety and for protecting the integrity of the medical aesthetics industry. Will 2026 be the year of regulation? I hope so."

"Fingers crossed, we see some sort of regulation in 2026," adds Dr Dinley. "But even with regulated practitioners in this sector, we still need to have a word with ourselves sometimes about the way we operate, and need to make sure that we're acting within ethical professional boundaries. I hope that with some sort of licensing scheme and regulation, aesthetic medicine will be taken seriously as a sector within the medical professions."

THE MICROBIOME MOVEMENT

The microbiome is more than a buzzword, it's becoming central to how we understand and treat skin health. According to Esse Skincare founder Trevor Steyn, "70% of women claim to have sensitive skin," largely because many have lost diversity and balance in their skin microbiome. If your gut microbiome is disrupted, your immune system goes into high alert, and that extends to your skin."

Skincare that restores microbial balance is helping to reduce inflammation, sensitivity, and redness. As patients become more informed, microbiome-based products are emerging as the foundation of truly personalised skin health.

We also expect to see an increase in focus on microbiome health thanks to the rise in GLP-1 use. While these medications used off label for weight loss are proving hugely effective, they are also causing increased disruption to the stomach microbiome which can cause havoc to the skin. We predict that nutritional and supplemental protocols in 2026 will focus on balancing gut microbiomes that have been affected by GLP-1 drugs.

LONGEVITY AND REGENERATIVE AESTHETICS

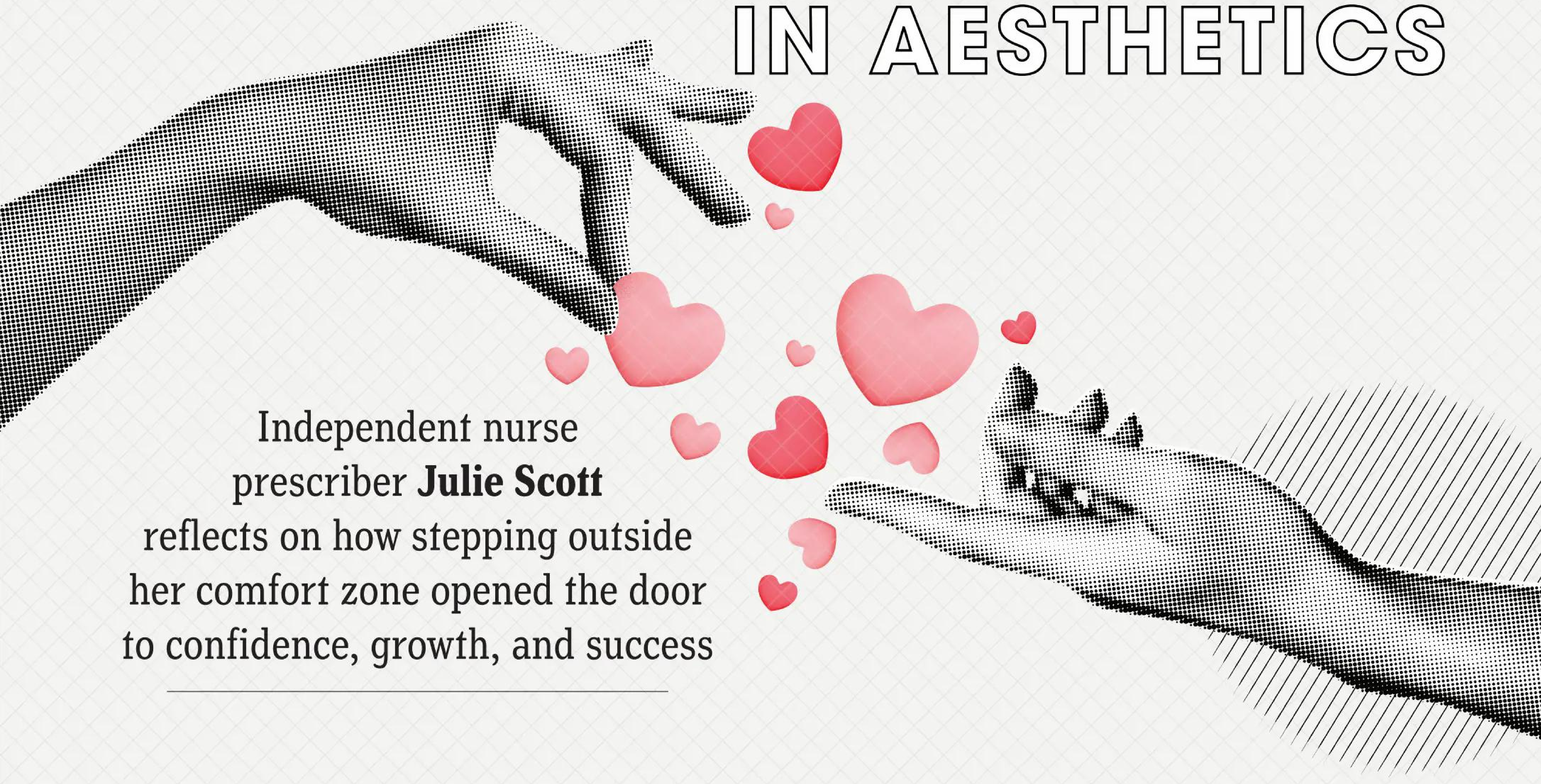
According to Precedence Research's report on Regenerative Aesthetics Market Size, Share and Trends, the global regenerative aesthetics market size was calculated at $3.76 billion in 2025 and is predicted to increase from $4.04 billion in 2026 to approximately $7.15 billion by 2034.

In 2026 regenerative injectables such as exosomes, polynucleotides, and biostimulators will continue to rise in popularity. Patients are becoming increasingly interested in treatments that stimulate the body's own collagen production – an evolution of the trend to lean more towards natural, undetectable results.

"A lot of new patients in 2025 have been coming in to dissolve their fillers," says Dr Dinley. "They want their features back and I think that will continue in 2026."

Patients are looking to age gracefully, rather than look overly 'done'. Practitioners in 2026 should expect to devise treatment plans for long-term results and returning patients, rather than regular 'quick fixes'."

PUSHING THE *Boundaries* IN AESTHETICS



Independent nurse prescriber **Julie Scott** reflects on how stepping outside her comfort zone opened the door to confidence, growth, and success

PUSHING THE LIMITS

As I write my first column, I have reflected on *how did I get here?* When I look back over my career in aesthetics, what stands out most aren't my achievements but the moments I said yes before I felt ready. Those moments, often uncomfortable at first, have shaped my journey far more than any planned path ever could.

Like many practitioners, I began my aesthetic career, with one simple goal: to build a successful, ethical practice where patients felt safe, heard, and cared for. That alone felt ambitious enough, but as my clinic grew, I realised that personal and professional growth doesn't happen by following a neat, predictable route. It comes from being willing to take chances, to keep learning, and to push yourself a little further each time, even when you're not entirely sure where it will lead.

Five years ago, I could never have imagined the opportunities that would follow: collaborating with world-leading dermatologists, becoming co-chair of Wigmore Presents, being a guest lecturer for the University of Manchester's MSc, joining the DANAI board, working alongside organisations such as the JCCP, BCAM, Allergan and the BDD Foundation, and helping shape conversations around mental health and patient safety in aesthetics. Those opportunities didn't just appear; they came from pushing beyond the limits I had quietly set for myself, with the decision to say, "why not?" when the safer answer would have been "not yet."

THE TURNING POINT

One of the most transformative experiences for me was joining Interface Aesthetics as a clinical trainer. Teaching was something I had always been passionate about, but standing in front of a room full of talented peers brought a new kind of vulnerability. I quickly realised that growth isn't just about taking on new roles, it's about allowing yourself to be shaped by the people around you.

At Interface, I was surrounded by individuals who were doing things I hadn't yet dared to do. Instead of seeing that as intimidating, I saw it as inspiring. I learnt that progress comes when you are both willing to learn from others and confident enough to offer something back.

That sense of giving without the expectation of anything in return has always guided me. Many of the opportunities I've had have come from collaboration, from being open to sharing ideas and knowledge, and from contributing simply because it feels right, not because there's something to gain.

It reminds me a lot of how the NHS works: progress and patient outcomes are driven by collective effort, by people who give generously of their time and skills for the benefit of others. Aesthetics can feel individualistic at times, but I've learnt that our field becomes stronger when we adopt that same spirit of shared purpose.

INTEGRITY IN AESTHETICS

Another lesson has been around authenticity. Early in my career, I used to look at others in the industry and wonder if I needed to be more like them – louder, flashier, more visible, all of which went against my naturally introverted self.

Over time, I've learnt that success, in its truest form, comes from staying grounded in who you are. You don't need to mould yourself to fit someone else's version of success; in fact, people recognise and value authenticity.

What's far more powerful is noticing qualities in others that you admire and drawing inspiration from them without losing your own essence. When you lead from a place of authenticity, your voice carries weight because it's real, not rehearsed.

That's also where collaboration takes on a deeper meaning. True collaboration isn't about networking or self-promotion; it's about creating a community around you, adopting a growth mindset where you believe in others, and they believe in you.

Over time, you build a kind of professional tribe: people who challenge you, champion you, and remind you of your worth on the days when you forget it yourself. Surrounding yourself with the right people is one of the most valuable forms of professional development there is.

NAVIGATING SELF-DOUBT

Of course, none of that growth happens without a degree of challenge. There have been plenty of moments where I've had to confront my own self-doubt, the false belief that I couldn't diversify, that I was "just" a nurse, or that certain roles or spaces weren't meant for me.

Those beliefs don't disappear overnight, but they lose their power when you start taking small, deliberate steps beyond them. I've come to see pivoting not as a sign of uncertainty, but as an essential part of growth. Each time you stretch a little further, you realise you were capable of more than you thought.

That sense of progression, of always moving forward and staying open to new possibilities, has become what success means to me. It isn't about climbing ladders or chasing recognition; it's about staying curious, contributing, and staying true to your values.

Although when I do enter awards, it's never about self-promotion; it's because I want to highlight what's possible when we focus on making a genuine difference. When you approach things in that way, the right opportunities have a way of finding you naturally.

FROM ONE PRACTITIONER TO ANOTHER

I sometimes have practitioners come up to me asking for advice, and they're often disappointed when I explain that there's no set formula for success or a grand plan.

They expect me to have a blueprint, a step-by-step guide to follow, but for me there really isn't one. Every professional journey is made up of small, brave decisions. What matters is saying yes when something excites you, even if it scares you a little, and trusting that you'll grow into it.

If there's one thing, I hope readers take from this first column, it's that success in aesthetics, or in any field, isn't just about skill or ambition. It's about authenticity, generosity, and belief. It's about being open to collaboration, being receptive to others, and nurturing a sense of shared purpose. And above all, it's about giving yourself permission to evolve.

So, wherever you are in your journey, whether you're just starting out or feeling ready for your next chapter, remember this: the most meaningful opportunities often come when you stop waiting for the perfect moment and simply decide to begin.

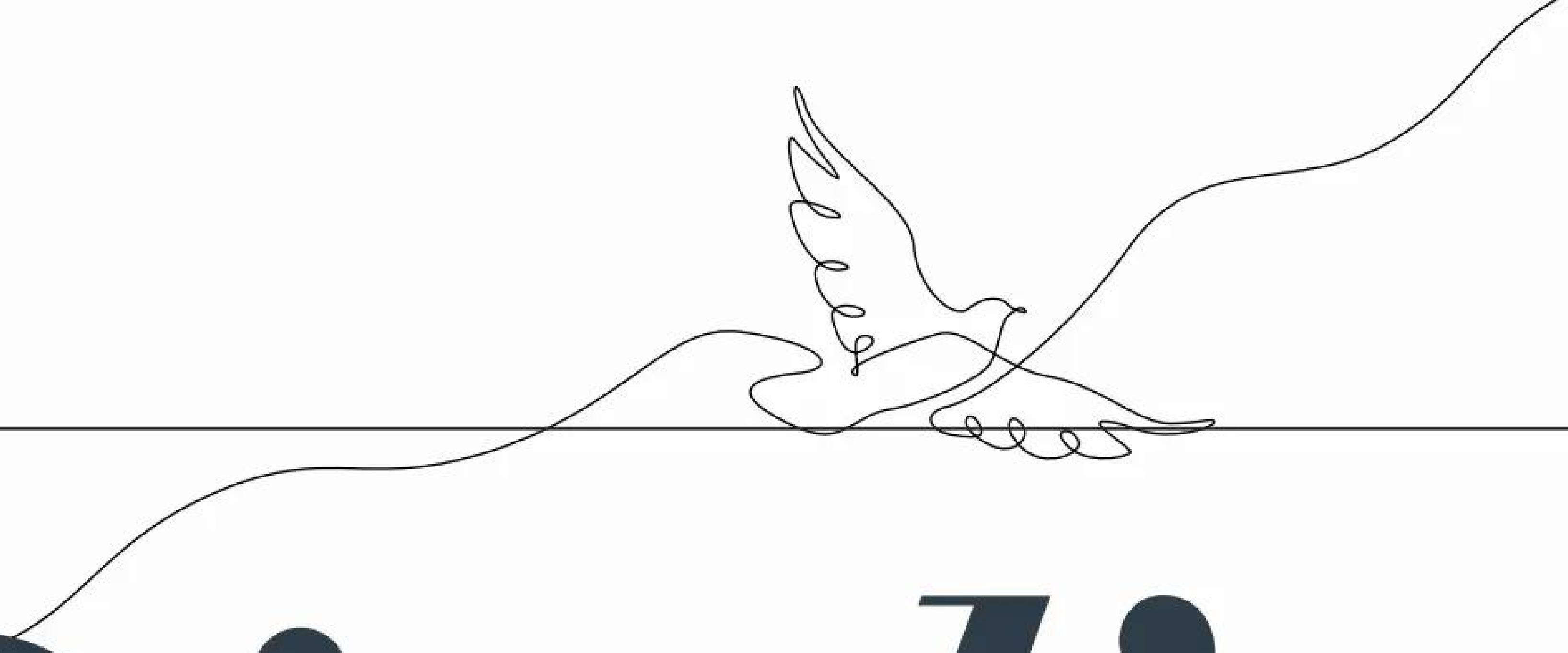
Scott Shares.

Reflections for practitioners who care deeply.

JULIE SCOTT

Julie Scott RGN, NIP, PGDip(Aes) is an independent nurse prescriber, Level 7 qualified aesthetic injector and trainer with more than 30 years of experience in the field of plastics and skin rejuvenation. She is an aesthetic mentor and international speaker, who has won the Aesthetics Awards 'Aesthetic Nurse Practitioner of the Year' in both 2022 & 2024, and 'Best Clinic South of England' 2023 awards. She also sits on the Aesthetics Reviewing Panel for the Aesthetics Journal, is a Board member for DANAI and is an ambassador and KOL for the JCCP and several leading aesthetic brands.

AMY BIRD



Bird's THE WORD

We need evolution and evidence in the era of regeneration

As I look back on 2025, I can't help but feel a mix of pride and anticipation. This has been a year defined by reflection, recalibration, and a long-overdue recognition that aesthetics is, and always has been, a medical discipline first. We've had powerful conversations about safety, ethics, and evidence, but also some difficult ones about influence, ego, and accountability. Those conversations matter because they shape the kind of sector we're becoming.

We're evolving, not just in the science or the technology, but in mindset. The profession is maturing, shifting away from a culture of competition toward one of collaboration and responsibility. The aesthetic landscape is transforming before our eyes, and what we do next will determine whether that transformation is sustainable, ethical, and truly regenerative…

As we step into 2026, the challenge is clear: to match our innovation with integrity, and our progress with purpose.

2025 has been a year of conversations that matter. At the forefront are discussions on patient safety, professional standards, and the long-awaited shift towards proper regulation. After more than a decade of talk, the landscape is finally taking shape, and what happens in the next 24 months will define the future of aesthetics in the UK.

We're standing at a crossroads. Progress is happening, but it's slow. The language we use in marketing, the way we behave as a sector, and how we keep patients safe still need work. Patient safety must remain the anchor of everything we do, yet it's often the first thing to be diluted when social media and commercial interests take the lead.

I've said it all year: accountability and regulation aren't optional extras, they're the backbone of our practice. Yes, there are signs of change, but it's a trickle when what we need is a waterfall. This is a time for collaboration, not competition. Posting an Instagram reel is easy; collecting data, sitting down with peers, having uncomfortable discussions, and driving real change is the hard work. We must work harder, together, to create the change we all want to see.

GETTING REGENERATIVE RIGHT

This year has seen a surge in new technologies. Regenerative treatments and longevity medicine are gaining huge popularity, which is exciting, but I'd argue we're not entering the regenerative space; we've been in it for years. The shift we're seeing now is from augmentation to rejuvenation, and I'm completely here for it.

Evidence-based practice should be our compass. Innovation is brilliant, but it must always serve the patient first. There's a risk in chasing the "new and shiny." That's why I always come back to my mantra: sector first, industry follows. If a new modality or technology comes to market backed by credible science and a strong safety profile, fantastic, let's embrace it. But if it's all marketing and no evidence, it doesn't belong in a medical space. To assess credibility, I strip away the buzzwords and look at the science. Is it safe? Is it evidence-based? Is it ethical? If the answer isn't yes to all three, it's not for me.

Many treatments we've used for years already have regenerative mechanisms, we just didn't have the marketing language for them. The newer modalities simply build on principles we've understood for decades.

Incorporating regenerative and longevity-based approaches should fit naturally within a responsible, ethical aesthetic model. That means creating individualised plans based on cellular health, tissue behaviour, and patient need, not on trends or social media influence. Thinking at a cellular level makes you a better clinician: you question more, plan more comprehensively, and achieve safer, more meaningful outcomes.

Are the lines between aesthetics, wellness, and medicine blurring? Absolutely, and that's a good thing, as long as you know your boundaries. Understanding when to refer, when to collaborate, and when something sits outside your competence is the mark of a professional. Just because you can, doesn't mean you should.

REJUVENATION, NOT AUGMENTATION

I've always believed in the philosophy of undetectable rejuvenation – replacing what ageing has naturally taken away, not adding something artificial in its place. It's about harmony, not volume. Thankfully, patients are starting to understand that. The era of the "overfilled" face is fading, and patients have finally seen the light. As a surgeon I once worked with told me: "The best work is the work you can't tell has been done." Now patients are beginning to see that too.

When we talk about anatomy, tissue quality, and long-term outcomes, it all comes back to one thing: respect – for the face, for the ageing process, and for each patient's individuality. We should be encouraging acceptance as much as enhancement. Subtle, thoughtful tweaks that restore confidence without erasing identity are the future of this profession.

If 2025 has taught us anything, it's that education isn't a one-time box to tick. Aesthetics is an evolving scientific specialty. The research doesn't stop and neither should we. Stop learning, and you'll be left behind. And when that happens, your patients will look elsewhere.

Innovation and regulation can and must coexist. Science will always move fast, and we are, at our core, a scientific specialty. But that doesn't mean we abandon the frameworks that keep patients safe. The clearer those boundaries become for the public, the stronger our professional credibility will be.

THE FUTURE: EVIDENCE OVER INFLUENCE

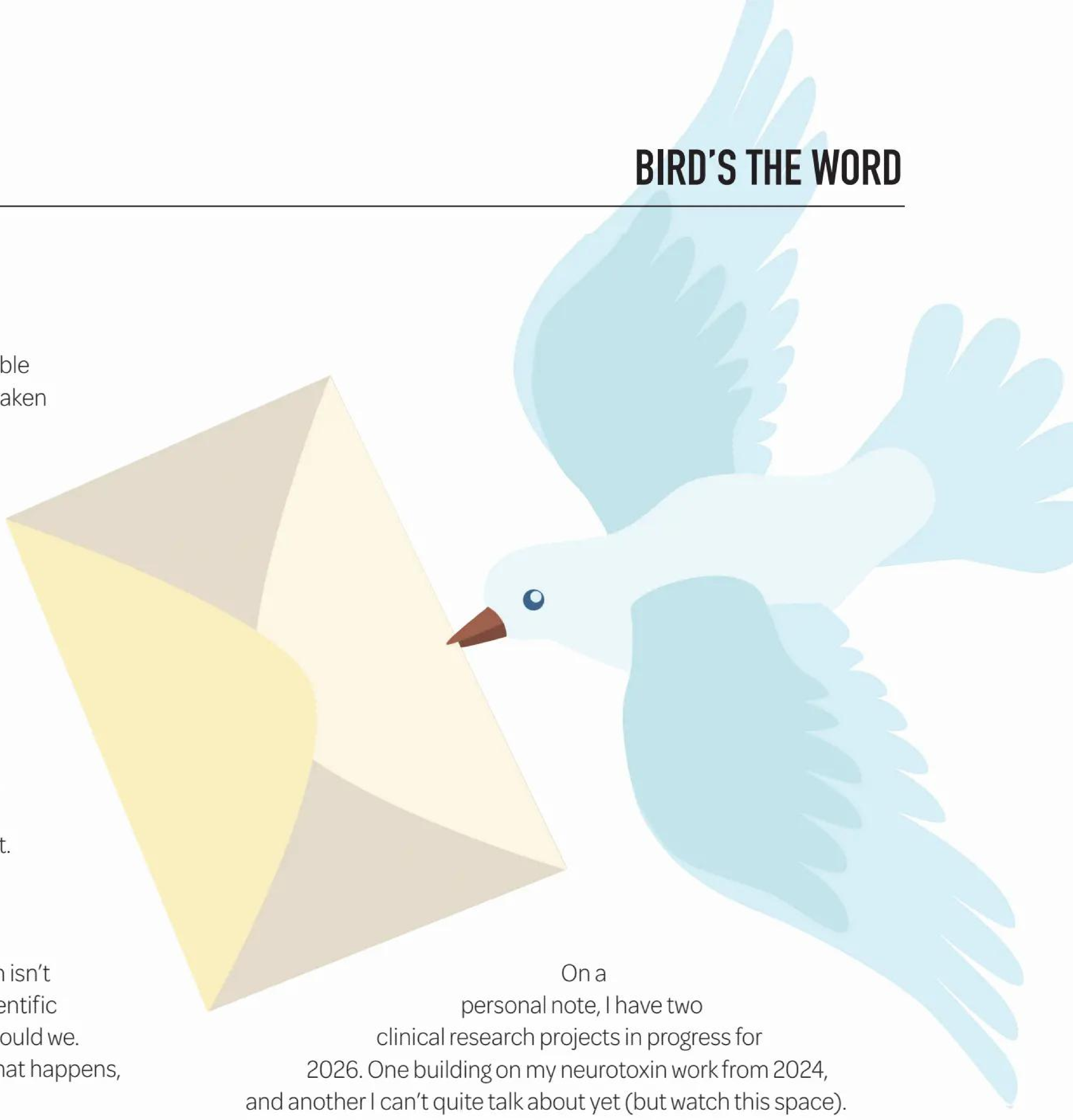
I'm encouraged by a growing appetite for evidence over influence. Practitioners are recognising that credibility lasts longer than clicks and likes. I hope I've played a small part in that shift, reminding my peers that holding the title of nurse, doctor, or dentist carries weight, and we have to live up to it.

What excites me most is the continued progression in research, data, innovation, and education. The science is there, and the appetite for learning is too, but what's still missing is unity. What still worries me most are behaviours driven by ego and personal gain. We've made progress, but professionalism and collaboration still need serious attention.

Internationally, the UK both leads and lags. We're world-class in some areas and behind in others. What we need now is more UK-specific research, our own data, and our own frameworks. We can't keep borrowing from other countries and expect their systems to fit perfectly here.

Looking to next year, I want to see a continued push for regulation. It's now or never. Early 2026 will bring another round of government consultation – our last real shot at shaping something meaningful. Education must be taken seriously at all levels, and cross-specialty collaboration must become the norm if we truly want to ignite change.

To my peers, nurses, doctors, dentists, and all recognised healthcare professionals – my message is simple: patient safety, education, integrity, and evidence aren't barriers to success; they're your advantage. Putting the sector first won't damage your business, it will strengthen it. Industry and medicine can coexist beautifully if both respect their roles in a sector-first approach.



On a personal note, I have two clinical research projects in progress for 2026. One building on my neurotoxin work from 2024, and another I can't quite talk about yet (but watch this space). 2026 will be pivotal. The next 12 months will define not just how we practice, but how we're perceived as a professional medical specialty.

The message I want to leave you with is simple: patient safety, education, and ethics aren't barriers to growth, they're the foundation. Aesthetics is a sector built on trust, and if we lead with evidence and collaboration, the industry will follow.

We've come a long way, but the real work starts now.

AMY BIRD

Amy Bird RGN NMP is an award winning nurse prescriber, speaker, trainer and KOLwith more than a decade of full time experience in medical aesthetics. She is lead nurse at her practice, KAST Medical Aesthetics in Cheshire and recently became chair at BAMAN. She is a passionate advocate for best practice, standards and patient safety.

From just
£3.75 per month

aesthetic
MEDICINE
INSPIRING BEST PRACTICE IN MEDICAL AESTHETICS
FACE THE FUTURE
It's been a big year for the facelift. How will it evolve in 2026?
THE LONG GAME
What you need to know about biostimulators - the injectable of the moment
FROM ADDICTION TO AESTHETICS
EMMA WEDGWOOD'S INSPIRING STORY OF RENEWAL AND RECOVERY, FROM ICU NURSE TO AESTHETIC PRACTITIONER, HELPING OTHERS DISCOVER THEIR WORTH
PROFESSIONAL BEAUTY GROUP
November/December 2025 | aestheticmed.co.uk

SCAN TO SUBSCRIBE

THE ORIGINAL BUSINESS-TO-BUSINESS MAGAZINE FOR DISCERNING

AESTHETIC PROFESSIONALS

Subscribe and receive 10 issues printed and delivered direct to your door for only £44.50 a year.

Discover exclusive statistics on the market to help you benchmark your aesthetic business

Get access to expert advice on every aspect of running a successful clinic

Read opinion pieces from leading figures in the industry
Plus much more!

Join us as a member for the latest news, insight, inspiration and valuable networking opportunities all year round. Your gold membership will include:

100% off Business workshops • 25% off AM conferences • Digital issue included

aestheticmed.co.uk/subscribe

PROFESSIONAL BEAUTY GROUP

Aesthetic Medicine   aestheticmed_live   /aestheticmedicinelive   @AestheticMLive

ALWAYS *on*

Do client questions about your injectable services drain your time that could be better spent providing services in your clinic?

LISA KELLY

Lisa Kelly is the founder of Websites For Clinics by Salon Solutions, industry experts helping aesthetic clinics, doctors, dentists and nurses attract new clients and generate new bookings to grow their clinic business.

AI and smart web tools, when used with best practice website design, can empower your clients to make informed decisions about your injectables and other services, 24/7 with minimal time from you.

A successful marketing campaign directs potential clients who are interested in booking a treatment with your clinic to your website. However, the main barrier to achieving this goal is often unanswered questions and doubts. Responding to these is a time-consuming but necessary investment if you want to secure a booking commitment. Ensuring that your website addresses these doubts and instils confidence is one of its most critical functions. Luckily, there are some tried and tested techniques and cost-effective technologies you can incorporate into your website design to solve this problem.

THE IMPORTANCE OF WEBSITE BEST PRACTICES FOR CLINICS

Your treatment pages are a tool that you need to use to address the concerns and questions of your potential clients. They should include clear and concise descriptions of the treatment, including what the procedure involves, how long the treatment will take, how many treatments are required, whether there is any discomfort, details of any side effects, how long before you see results, and information on the clinical science explaining why it works. You should also clearly communicate the conditions the treatment is suitable for, and what the anticipated results will be.

The best websites incorporate video content on the procedure, but at the very least, you should include high-quality imagery. Try to anticipate the questions your potential client may have and create a frequently asked questions (FAQs) section. Testimonials play a crucial role in normalising the procedure and enabling the client to relate to other people with similar issues.

Staff bios and images of your clinic allow the client to visualise their visit and begin the process of forming a relationship with you and your practice. They also allow clients to do their own background checks on your experience and credentials. However, there are many people who will not seek this information on your site and will prefer to ask questions directly. This is where emerging technologies play a key role.

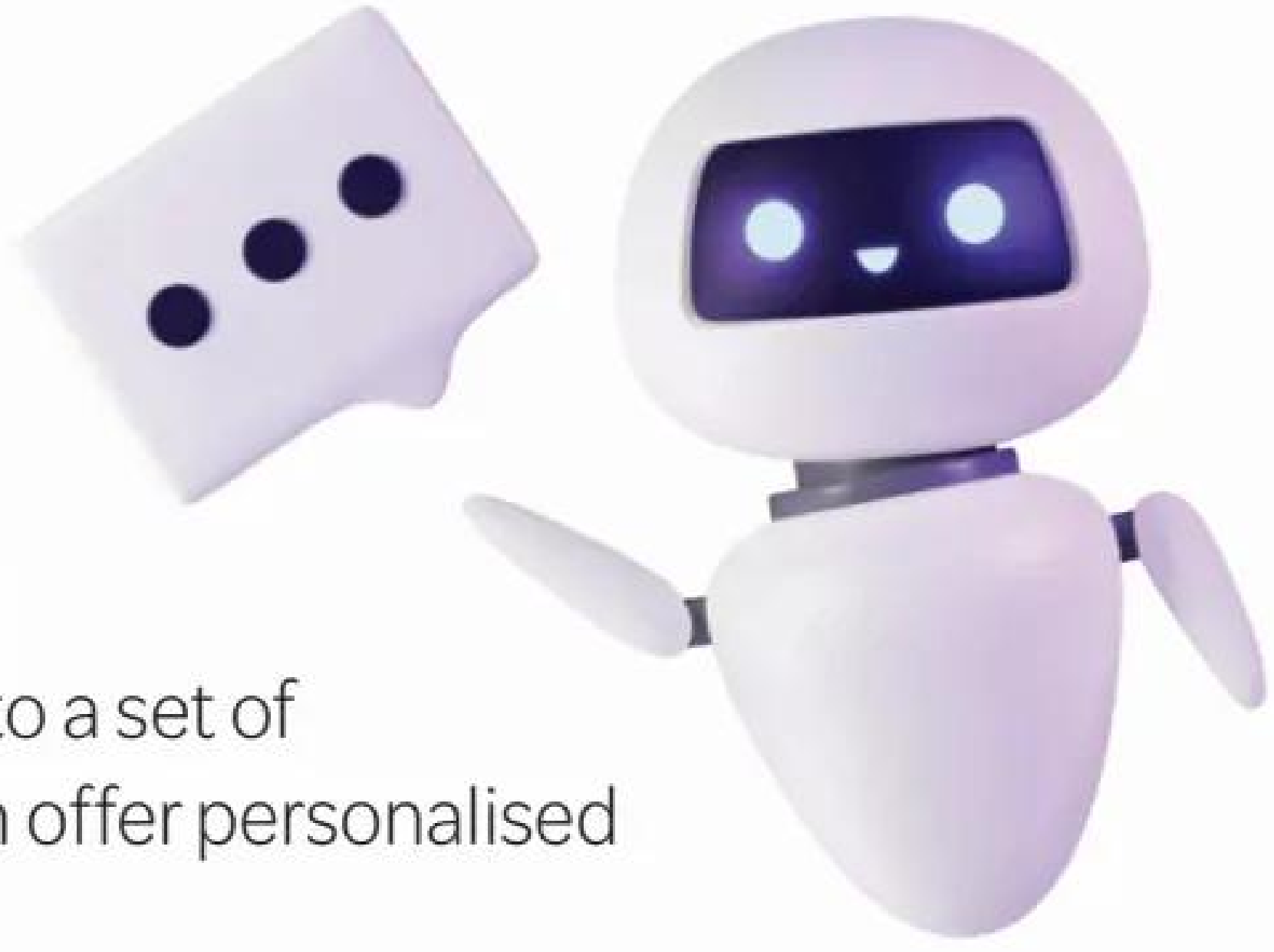
SOCIAL MEDIA AND AUTOMATED DMS

Using solutions like ManyChat, you can configure the answers to basic questions directly when a client uses direct messages (DMs) on social media platforms like Instagram. These work by using pre-formulated answers to common questions and can send more information using trigger words or questions. This can be achieved through a series of communications asking the user to select options and answer automated questions, which could result in them being sent a link to book a consultation for a procedure they are interested in.

CHATBOTS

Alternatively, you can incorporate a "chatbot" into your website that uses text responses and is designed to simulate human conversation using learning technologies to understand the client's question and provide relevant responses. You have probably seen these being used in large businesses, where a pop-up will appear and ask if it can help you. It is now the default position for most customer help options. The chatbot can be trained to provide options to your client, such as "issue type", and can then provide a set of preset answers. In the past, this technology was prohibitively expensive, but now it is very affordable with several options built specifically for aesthetic clinics. These tools can also collect key client information and set up a consultation appointment.

With the growing sophistication of AI, newer, more sophisticated technologies are emerging that can do far more than a chatbot. While a chatbot can provide predefined answers to a set of questions, an AI assistant can offer personalised and tailored responses.



AI ASSISTANTS

It is now possible for an AI assistant to "read" your website and digest what services you have to offer, including all the key data regarding the treatment descriptions you have added to your website, as well as all research available on the internet. It can interact, answering individual and highly personal questions with text or by voice in a friendly and professional manner. This technology can not only "understand" the meaning of your clients' questions but also their intent and respond with specific answers to their enquiries using data synthesised from the information you have provided. Over time, you can train it to become more accurate to reflect your clinic's brand.

Imagine having an avatar that looks and sounds just like you, answering your clients' questions, capable of directing them to key information on your website, collecting important information and booking consultation appointments while you get on with treating patients!

More than ever, your website is a critical tool for your clinic to interact and engage with people who might be interested in your services. When the cost of these technologies is compared to the enhanced customer service, time saved and increased appointments, the benefits greatly exceed their investment costs.

Marketing UNDER THE LENS

Reena Sandhu discusses how to navigate marketing your aesthetic services in a new era of regulation and advertising rules

REENA SANDHU

Reena Sandhu is a marketing leader with over 27 years of experience, including more than a decade in aesthetics and skin health. A former entrepreneur and founder of a successful aesthetics marketing consultancy, later transitioned into senior leadership roles within the aesthetics industry.

The UK aesthetics sector is entering a new era. With the government preparing to introduce a national licensing scheme for non-surgical cosmetic procedures, clinics must prepare for tougher scrutiny. Alongside this, the Advertising Standards Authority (ASA) is enforcing stricter rules on aesthetic marketing, banning ads that mislead, trivialise risks or target vulnerable audiences.

For clinics, this means growth and compliance must now go together. The question is no longer how to stand out, but how to stand out responsibly.

THE CHANGING REGULATORY LANDSCAPE

Under the forthcoming Health and Care Act framework, only qualified practitioners will be permitted to perform and promote specific treatments. This follows years of campaigning by professional bodies such as the Joint Council for Cosmetic Practitioners (JCCP) and the British College of Aesthetic Medicine (BCAM) to protect patient safety and professional standards.

Current ASA and the Committee of Advertising Practice (CAP) rules already set firm boundaries on how aesthetic services are advertised. Clinics must ensure:

- No content or paid ads target under-18s
- No misleading before-and-after imagery or "risk-free" claims
- No time-limited offers that pressure consumers
- No exaggeration of qualifications or treatment outcomes.

The message is clear: aesthetic marketing will be judged by the same standards as medical advertising. When unsure, consult CAP's Guidance on Cosmetic Interventions (available at asa.org.uk).

FIVE WAYS TO MARKET ETHICALLY AND EFFECTIVELY

Compliance doesn't have to stifle creativity. Clinics that lead with ethics will gain a long-term advantage in credibility and trust.

1. **Lead with education, not persuasion**
   Patients respond to transparency. Use blogs, reels or carousels to explain:
   - How a treatment works
   - Recovery expectations
   - Suitability and contraindications

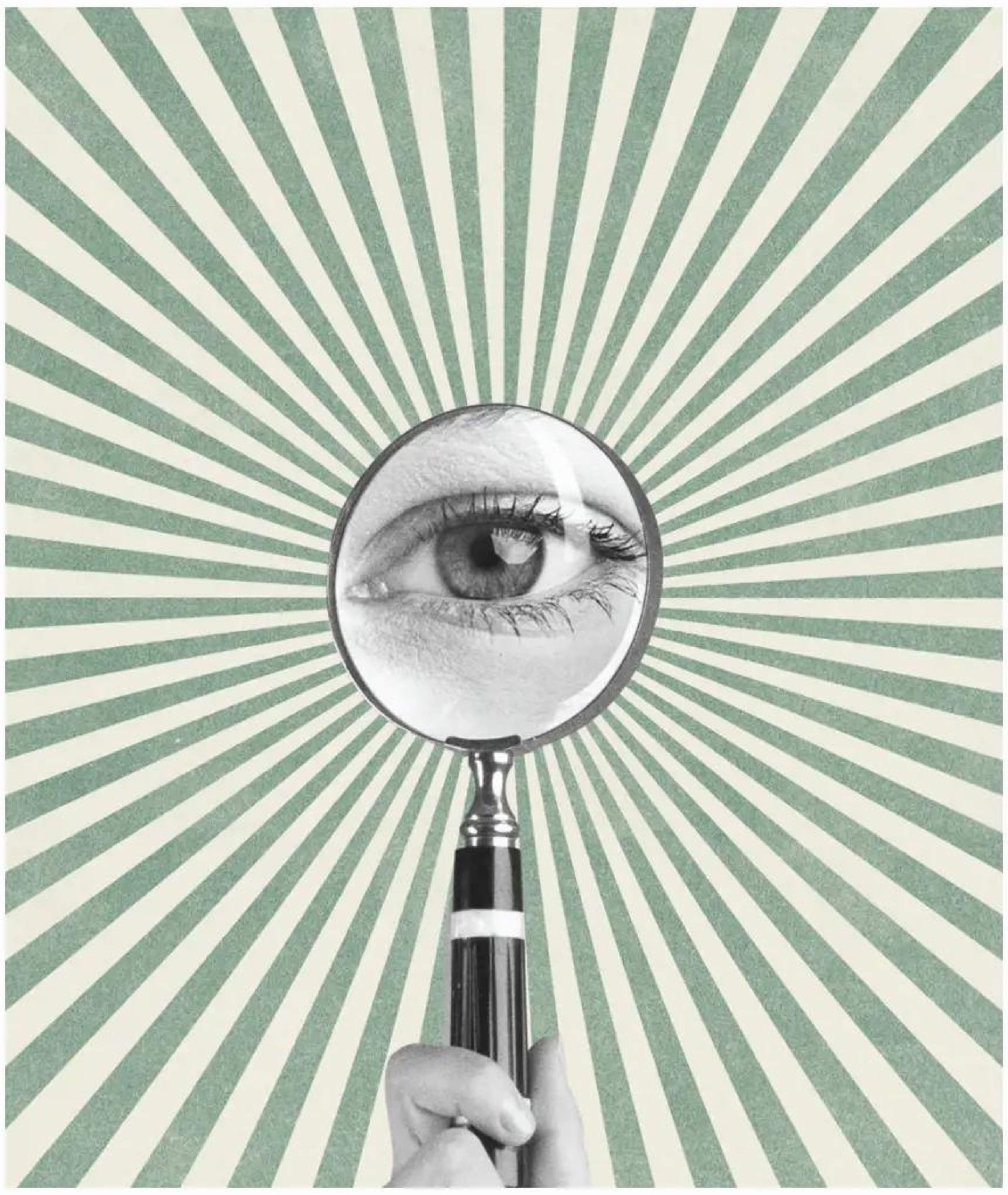
   Educational content improves SEO visibility and builds authority without breaching ad codes.
2. **Showcase real Journeys**
   Replace filtered "before and afters" with real patient journeys and clear disclaimers such as:
   "Results shown at six weeks following a course of three treatments; individual results vary."
   This satisfies ASA requirements and sets realistic expectations.
3. **Audit your social media**
   Review every post or ad for:
   - Emotional manipulation ("Look younger instantly!")
   - Time pressure ("This week only!")
   - Unverified claims ("Clinically proven to work 10x faster!")

   When unsure, consult CAP's cosmetic interventions guidance (asa.org.uk).
4. **Use influencers responsibly**
   Influencer and UGC campaigns remain valuable, but transparency is essential.
   - Label collaborations clearly as #Ad or Paid Partnership.
   - Avoid influencers under 25 promoting injectables.
   - Obtain written consent for all patient content.
5. **Build a marketing sign-off process**
   Before publication, have both marketing and clinical leads approve each campaign. Dual sign-off protects your clinic from accidental breaches and aligns ethics with brand identity.

DIGITAL STRATEGIES THAT PASS THE ASA TEST

Smart, sustainable marketing means doing more with less hype:

- **SEO:** Focus on educational, evidence-based content that answers common patient questions.



- **CRM and AI tools:** Use automation for appointment reminders or skincare plans but review all patient communications manually.
- **Retention and loyalty:** Promote maintenance programmes or memberships, not flash sales.

These tactics sustain long-term growth and patient trust your most valuable marketing currency.

CASE STUDY: COMPLIANCE BUILDS CREDIBILITY

After receiving an ASA warning, one UK clinic replaced "discount-driven" toxin ads with transparent pricing and treatment pathways. They adopted the tagline: "Aesthetic medicine, clinically led, ethically delivered." Within six months, engagement rose by 32%; proof that compliance and conversion can coexist.

WHAT'S COMING NEXT

The upcoming licensing scheme will likely require clinics to show proof of qualifications, insurance, and governance before promoting aesthetic procedures. Expect increased ASA audits and public naming of non-compliant advertisers.

To stay ahead, clinics should:

- Keep substantiation folders for all claims and visuals
- Update privacy policies in line with UK GDPR
- Enrol in compliance training through JCCP or ACE Group World
- Subscribe to ASA newsletters for updates and enforcement trends.

Clinics that act now will not only avoid penalties they will be positioned as trusted leaders in a regulated market.

CONCLUSION: TRUST IS THE NEW MARKETING CURRENCY

Regulation is not a restriction; it is an opportunity to redefine professionalism. Patients value honesty, evidence, and safety and marketing that reflects these values builds lasting loyalty.

The strongest message a clinic can send is simple:
"We put patient safety before promotion." AM

origin

THE NEXT GENERATION
OF ERBIUM GLASS
LASER TECHNOLOGY

“The Origin hits the sweet spot — effective results without downtime. It delivers visible rejuvenation while letting patients get on with their day.”

Dr Taimur Shoaib, Plastic Surgeon

Indications:

- Non-surgical blepharoplasty
- Resurfacing and tightening
- Mild to moderate wrinkles
- Pigmented lesions
- Superficial and acne scars

CE
2797

Deleo
CREATOR IN
AESTHETIC MEDICINE

ASK THE *Experts*

ANNA MILLER

Anna Miller is a registered nurse, independent nurse prescriber, life coach, and co-founder of the Ardour Clinic. Miller brings a holistic perspective to the wellness and beauty industry, providing personalised care that goes beyond traditional aesthetic treatments

Our experts answer your questions about every aspect of running a clinic

HOW CAN CLINICS MANAGE STAFF MENTAL HEALTH?

Although World Mental Health Day has passed, it's always a good time to reflect on how we support our teams. The aesthetics industry is fast-paced, patient-facing, and often high-pressure, which means staff wellbeing can easily slip under the radar until struggles become harder to manage. It is in these moments that the role of a manager is crucial, often making the difference between staff feeling supported or alone.

Traditionally, we've spoken about mental health, but the language can feel heavy or clinical. I often prefer to frame it as mind health because, just like physical health, our state of mind fluctuates daily, and with the right awareness and support, it can be strengthened. This shift in language helps normalise the conversation and makes it easier for staff to engage.

NORMALISE THE CONVERSATION

Staff need to know it's safe to speak up. Treating mind health as you would physical health – open, stigma-free and part of everyday conversation – makes it easier for people to share before things escalate.

RECOGNISE THE SIGNS

Struggles aren't always obvious; they often show up as irritability, withdrawal, mistakes or lack of focus. Managers who spot these early signs can step in with support before pressure turns into burnout.

PROVIDE CLARITY AND AVOID KNEE-JERK REACTIONS

Uncertainty fuels anxiety; clear communication around roles and expectations gives stability. How managers respond is equally important, taking a moment to pause and think before acting reassures staff, while sudden or inconsistent decisions canfeel unsettling.

ENCOURAGE BREAKS AND BOUNDARIES

Staff may skip breaks, stay late or never switch off – sometimes from overwhelm, sometimes to prove themselves. Managers can help by modelling good habits, reminding staff to rest and reassuring them that recovery is part of the job. Setting healthy boundaries is one of the simplest ways to ease pressure.

PRACTISE ACTIVE LISTENING

When someone is struggling, being heard is often more powerful than being "fixed". Active listening means paying attention to their tone and emotion and resisting the urge to interrupt. Allowing someone to finish and create their own space to talk helps them feel truly acknowledged and supported.

EXPLORE PERCEPTION

A team member may feel that they do everything and that no one helps, which can quickly lead to overwhelm, even if the reality is different. Helping people notice the role perception plays can ease pressure and reduce feelings of being trapped.

REMIND STAFF OF RESILIENCE

It's easy to forget that tough feelings pass. Gently reminding staff that their state of mind will shift helps them reconnect with their own resilience and stops struggles from feeling permanent.

KNOW WHEN TO SIGNPOST

It is important to remember that managers are not therapists. Sometimes the best support is encouraging staff to seek professional help, whether through a GP, counsellor or helpline. Having resources at hand ensures that no one feels left without options.

FINAL THOUGHTS

Supporting staff mind health doesn't mean solving every problem; it means creating an environment of respect, empathy, and steady leadership. And for managers, one of the most powerful actions is to pause, reflect, and respond with intention. Calm leadership steadies the team and shows staff they're never alone in their struggles. When people feel seen, supported, and truly listened to, they thrive - and so does the clinic. AM

aesthetic
MEDICINE
IRELAND
RDS DUBLIN
19-20 APRIL 2026

#AMIRELAND

@AESTHETICMED_LIVE

/AESTHETICMEDICINELIVE

AESTHETIC MEDICINE

DISCOVER
THE FUTURE
OF AESTHETICS

NETWORKING | EXPERTS | LIVE DEMOS | INNOVATIONS | TECHNIQUES

REGISTER YOUR INTEREST
AESTHETICMED.CO.UK/IRELAND

Entrance Policy: Due to the professional nature of the event, nobody under 18 years of age is allowed entry into Aesthetic Medicine Ireland. This includes babies, and prams are also not permitted on the premises. As a busy event, we need to maintain a safe and professional environment for our trade visitors. Thank you for your understanding and cooperation.

High-tech facials...

TEOXANE SIGNATURE FACIAL FOR HYDRATION & SKIN QUALITY

Editor **Kezia Parkins** tried a signature Teoxane facial while visiting the home of the brand – Geneva, Switzerland.

THE LOWDOWN

During Teoxane's press trip to Geneva, Switzerland, I got to experience one of the brand's signature facials designed to boost hydration and enhance overall skin quality.

THE EXPERIENCE

If visiting Geneva with one of the world's most prestigious filler brands wasn't enough, I also managed to squeeze in some pampering between tours of the historic city and Teoxane's innovative HQ. My skin needed it because even the conditions on a short flight can play havoc with hydration. It was feeling dry, tight, and uncomfortable.

After a day of learning how Teoxane creates its beloved hyaluronic acid (HA) injectables and exploring the science of "skin quality," it was time to put theory into practice. My treatment took place at Hapiderm, a stunning clinic tucked away on a chic Geneva street.

I was greeted warmly by the staff in French, who didn't scoff at my fumbling attempts to reply, before my therapist, Anaïs, guided me into a beautifully lit treatment room. Following a thorough consultation, Anaïs began with a double cleanse using Teoxane RHA Micellar Solution and AHA Cleansing Gel.

As one of the recognised leaders in HA-based fillers, Teoxane has channelled its expertise into its dermocosmetic range. These products feature the brand's patented RHA (Resilient Hyaluronic Acid) – a form of HA engineered through a unique crosslinking technology that makes it more resistant to degradation, preserving its anti-ageing and hydrating power. RHA forms a porous, breathable film on the skin's surface, attracting water into the epidermis for supreme, long-lasting hydration.

This is why I was especially excited for the next step: the new RHA® Hydra Mask, a deeply hydrating and plumping treatment designed to deliver moisture at every level. Luxurious and cooling, it felt like a drink of water for my skin as Anaïs applied it before setting me under an LED light to enhance absorption and collagen stimulation. After 10 minutes, she gently removed it. Even before looking in the mirror, my skin felt noticeably different... cool, supple, and refreshed.

Next came the facial massage, where things reached a whole new level. Hapiderm harnesses the traditional Japanese kobido technique, a form of facial massage dating back centuries that blends precise, rhythmic movements to stimulate lymphatic drainage, improve circulation, and tone facial muscles. The result is a lifted, sculpted effect. Anaïs combined this with RHA Serum, which delivers amino acids, antioxidants, and diosodium acetyl glucosamine phosphate (a natural HA precursor) to further revitalise and firm the skin.

To finish, she applied a moisturiser along with eye and lip care before sealing everything in with Teoxane Urban Shield SPF30 – a lightly tinted, non-caking sunscreen that left no cast on my skin, only a subtle glow.

THE VERDICT

Immediately after the treatment, I was amazed by the instant plumping effect. The combination of advanced formulas and expert massage left my skin bouncier, smoother, and visibly more radiant. Over the following weeks, I continued using the products at home because the glow and elasticity were genuinely addictive. Credit must go to Anaïs and her mastery of the kobido technique: not only did my skin look hydrated, but it also appeared more sculpted, something far harder to achieve with at-home routines.

BUSINESS BENEFITS

This facial is a smart addition for clinics and practitioners looking to expand their non-device treatment offerings. It relies on the sophisticated technology of Teoxane's formulations rather than machinery, yet delivers instant, visible results that patients will want to maintain. The Teoxane skincare line also pairs beautifully with more intensive treatments like injectables, helping to prolong and enhance their effects. For clients, it's a luxurious gateway into the world of medical-grade skincare, and for businesses, after this treatment, the products will sell themselves.

High-tech facials...

GETTING READY FOR 40 WITH CROMA

Marketing director, **Chloe Monina** visited AM Aesthetics to try out **Alexandra Mill's** celebrated natural tweakments

THE OBJECTIVE

As I approach the big 4-0, I have been wanting to make a few subtle tweakments to refresh my face.

My main concerns were the fine lines forming across my forehead and my lips, which I've always felt were a little too thin.

The frequency of video calls has made me more aware of these features, so I decided it was time for a gentle enhancement.

THE EXPERIENCE

AM Aesthetics has two London locations, and I visited the Light Centre in the heart of bustling Marylebone.

The space is modern, stylish, and strikes the perfect balance between high-end and welcoming.

I felt instantly reassured walking in, several colleagues had already given glowing reviews of Alexandra Mills, and from the moment she greeted me, her warmth and professionalism put me at ease.

Although this was my first experience with injectables to the forehead, Alexandra's calm, confident manner quickly dispelled my nerves.

During our consultation, she carefully listened to my concerns and fully understood my wish for natural-looking results.

She explained that she could reduce the appearance of fine lines on my forehead and enhance my lips by improving symmetry and hydration.

After applying a numbing cream to my lips, I was ready to begin.The treatment itself was quick and virtually painless, just a few mild stings on the outer lip.

I could see an immediate improvement in my lips, and we agreed to start conservatively with 0.25ml of filler.

Two weeks later, at my review, we added another 0.25ml for the perfect finish.

To my surprise, after the second injection I experienced almost no bruising or swelling afterwards.

I followed Alexandra's aftercare advice closely, including avoiding bending down or sun exposure and taking Arnica tablets, and had no complications.

She also gifted me a Croma Pure HA Hyaluronic Acid Liquid Face Mask to use at home.

From the very first application, my skin felt brighter and more hydrated. After four treatments, I noticed a visible glow and a reduction in the creases around my eyes.

VERDICT

I couldn't be happier with my results.

Alexandra completely understood my goal of achieving subtle enhancements and guided me through every step with care and expertise.

From start to finish, she was professional, reassuring, and precise – I knew my face was in safe hands. AM

Leo.
Your skin care
Welcome
Leo.
HYPER PULSE
Combolight

Optilight
Limited

Leo.

Combolight

Treatments

- Stretch marks
- Problematic skin
- Pigmentation
- Hair Removal
- Uneven skin tone
- Scar Reduction
- Rosacea
- Skin Rejuvenation
- SkinTightening

Purplelight

Treatments

- Pigmentation
- Skin tightening
- Hair removal
- Skin whitening
- Problematic skin
- Body Skin Tightening
- Uniform Skin Tone
- Skin Rejuvenation
- Toenail Fungal

Super LRI

Treatments

- Laser Hair Removal
- Skin Rejuvenation (SR)
- Facial Lifting (ST)
- Skin Lightening
- Nail Fungus Treatment
- Vascular Treatments

HYPER PULSE

Masterlight

Treatments

- Pigmentation
- Skin tightening
- Hair removal
- Skin whitening
- Problematic skin
- Body Skin Tightening
- Uniform Skin Tone
- Skin Rejuvenation
- Toenail Fungal

When you partner with Optilight to install a LEO system, you're not just buying a machine, you're gaining a full business solution.

LEO's advanced aesthetic platform uses laser, ALT and RF technologies to expand your treatment menu. Optilight backs every sale with **training, ongoing support and marketing materials**, plus nationwide repair and preventative maintenance services. With over 30 years of service and technical excellence in the UK, we understand downtime is costly and that's why we aim to respond within 24 hours and offer expert guidance at every step. Elevate your clinic with Optilight and LEO.

Trust in real partnership, not just a product.

SCAN ME

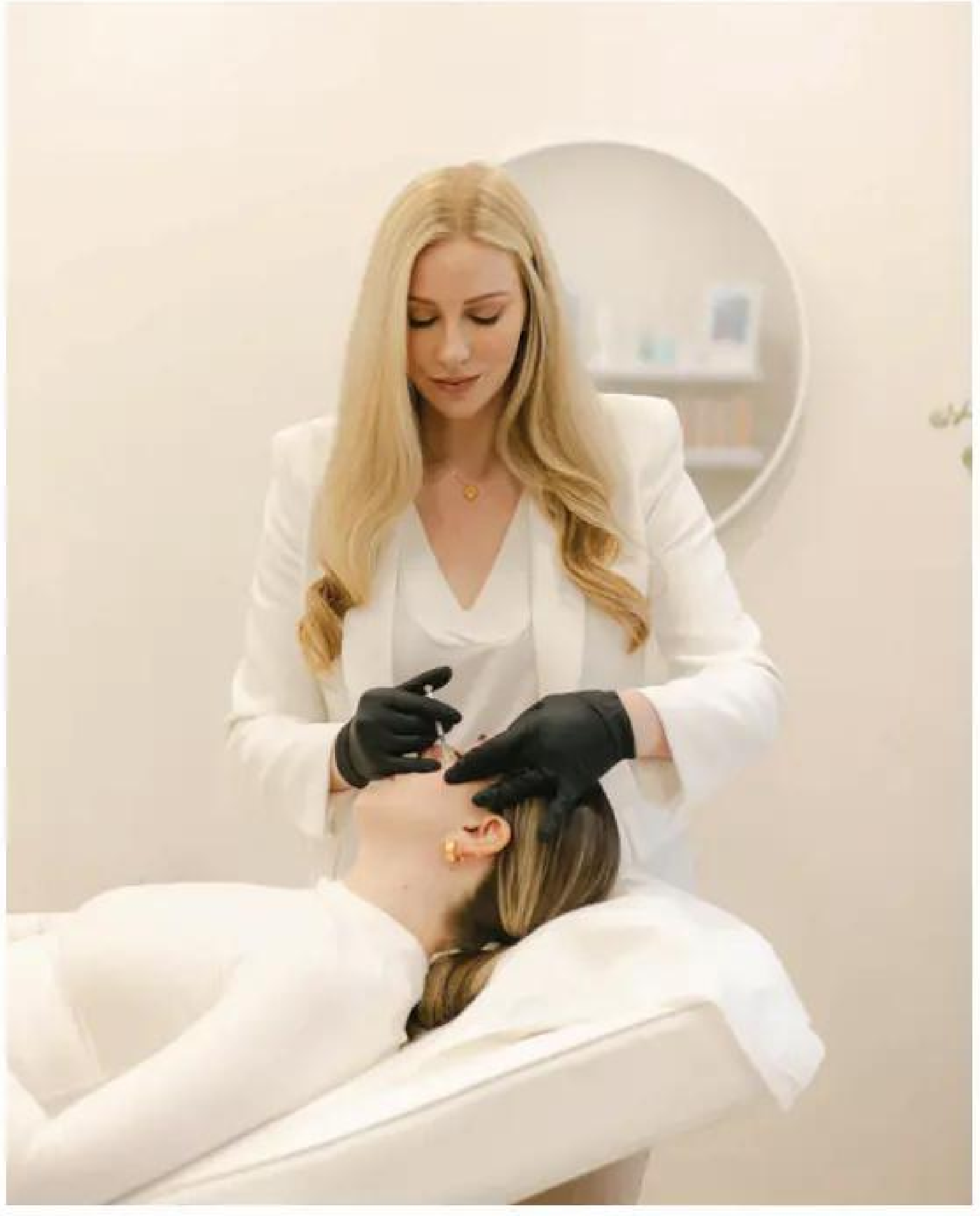
Email
sales@optilight.co.uk

Contact us on
0204 603 5882

Website
www.optilight.co.uk

REGENERATION RISING

We caught up with aesthetic doctor **Dr Jess Halliley** to find out more about how her journey into aesthetic medicine led her to become a SuneKOS trainer



HOW DID YOU BEGIN YOUR CAREER IN AESTHETIC MEDICINE?

"I graduated with honours back in 2014, and went straight into my foundation training, followed by specialty training in general practice.

"Around five years ago, I decided to do the Level 7 postgraduate diploma in aesthetic medicine. I'd started having injectable treatments myself, and saw the real difference they could make to your psychological wellbeing, not just your external appearance.

"It lit a fire in me, and the rest is history! I love the combination of artistry and clinical skills."

WHAT MAKES YOU STAND OUT AS AN AESTHETIC PRACTITIONER?

"My patients always comment on my ability to really listen to what they want to achieve, but also educate them on what will give them the best possible results; it is a delicate balance.

"Ultimately, I only ever want a consultation with me to feel a positive, empowering experience for my patients. They often come to me for the first time following a particularly vulnerable period in their life, and my ability to connect with them, building rapport and trust, leads to a long-term journey together.

WHAT ARE THE COMMON MISCONCEPTIONS ABOUT BIO-REGENERATIVE INJECTABLES?

"One thing I hear a lot is the misconception that the results are underwhelming. Which, with the right product, is certainly not the case.

"On the flip side, you also have individuals who think bio-regenerative injectables work the same as filler, or replace the role of filler. They are also not the same as skin boosters, which hydrate the skin. Instead, they work at a deeper level- stimulating collagen, improving elasticity, and addressing laxity."

WHAT MAKES SUNEKOS DIFFERENT FROM OTHER INJECTABLE SKIN TREATMENTS ON THE MARKET?

"SuneKOS has two main USPs that really give it the edge and ultimately improve patient outcomes.

"Firstly, the high molecular weight and low molecular weight hyaluronic acids are separated. They are injected separately in slightly different areas, which avoids them directly competing with each other for the exact same receptors in the skin, thus improving efficacy.

"SuneKOS also contains the patented amino acid formula, enabling the hyaluronic acid to be activated for longer."

HOW DOES THE SCIENCE OF AMINO ACIDS AND HYALURONIC ACID WORK TO STIMULATE COLLAGEN AND ELASTIN PRODUCTION?

"Together they are able to stimulate fibroblasts and increase production of not just type one and type three collagen, but also type four collagen, fibronectin and elastin."

HOW DO YOU APPROACH TEACHING ANATOMY AND INJECTION PRECISION FOR OPTIMAL RESULTS?

"My teaching style is calm, clear, and supportive.

"Personally, I believe that when delegates are at ease, they are able to take in information more easily. I also facilitate a learning environment where you actually ask the questions you're thinking of."

HOW IMPORTANT IS ONGOING EDUCATION IN THE EVOLVING WORLD OF BIO-REGENERATIVE TREATMENTS?

"Incredibly, regenerative aesthetics is such a fast-moving field; as medical practitioners, it is our duty to stay up to date with the latest advancements."

WHY DID YOU CHOOSE TO BECOME A SUNEKOS TRAINER?

"I really believe it is one of the best products on the market. I've been using it for some time in my own clinic, and I can only get behind a brand that I know gives incredible results, while maintaining patient safety at all times."

WHAT DO YOU BELIEVE WILL BE SOME OF THE BIGGEST TRENDS IN THE AESTHETICS SECTOR FOR 2026?

"Aesthetic treatments increasingly won't be provided in isolation.

"There will be more integration of overall holistic wellness encompassing nutrition, sleep, stress management, supplementation and lifestyle medicine to optimise patient outcomes.

"I also think there will be a rise in prejuvenation treatments, as I am certainly seeing that a younger patient demographic is emerging, requesting preventative treatments before they have developed any signs of ageing."

Distributed by AestheticSource
Find out more at **aestheticsource.com**

sune KOS
1200
PLAAT FORM
Iniettabile per impianto intradermico
Injectable for intradermal implant
Injectable pour implant intradermique
professional dietetics
SUNEKOS 1200

BTL

Introducing ExoMind with ExoTMS, BTL's newest technology setting a new benchmark in enhancing mood, focus, and overall mental well-being.

Designed to elevate mental wellness through non-invasive brain stimulation.

In a recent clinical trial, participants underwent four treatments targeting the brain's prefrontal cortex. After three months, over 70% reported feeling happier, calmer, and more focused, with improved sleep and energy.

Additionally, 60–70% experienced reduced anxiety and depression, alongside greater motivation and confidence.

Price: On request

btlaesthetics.com

SKINVIVE
BY JUVÉDERM

JUVÉDERM

SKINVIVE is an innovative hyaluronic acid injectable that deeply hydrates the skin for up to nine months, and smooths texture for up to six months with just one treatment.

Using microdroplet injections across the face, neck, or hands, SKINVIVE restores a natural, healthy glow by boosting aquaporin-3, a key molecule that helps the skin retain moisture. Results include up to 270 days of deep hydration with minimal downtime, with 94% of patients returning to social activities within one day.

Price: On request

skinvivebyjuvederm.com

PRODUCT NEWS

HOF Beauty

HOF Beauty has announced the UK launch of Overline Italia's Infinity Face Lab, a powerful anti-ageing device that combines five advanced technologies: diamond microdermabrasion, 3MHz ultrasound, multipolar and fractional radio frequency, plus an LED light mask, alongside diagnostic tools and tailored skincare. Designed to boost business with low treatment costs, flexible payment options, and high-demand technologies, it's easy to use, with software that recommends full treatment courses and guides operators through every stage.

Price: On request

hofbeauty.co.uk

01480 404200

Biotec Italia

Biotec Italia Elite is a modular, multi-function platform for face and body treatments, integrating laser, radiofrequency, ultrasound, cooling and transdermal delivery technologies.

Delivering results across a wide range of indications, from skin laxity and cellulite to facial lifting, contouring, and rejuvenation. Clinically tested, pain-free and with no downtime.

This non-invasive system enhances aesthetic results through customisable protocols.

Price: On request

biotecitalia.com

redtouch PRO

Lynton

Lynton has announced the launch of RedTouch PRO, the first and only laser operating at a 675nm wavelength to directly and selectively stimulate collagen. The RedTouch PRO targets collagen types I, III and IV without damaging the skin, effectively treating ageing, laxity and photodamage. Clinical studies show visible improvements in smoothness, firmness, and tone after three to five sessions with no downtime.

Price: On request

lynton.co.uk

01477 536977

Skeyndor

The Aquatherm Hydration & Calm Balance Serum hydrates, calms irritation and strengthens the skin barrier. Enriched with pro-vitamin B5, alpha-bisabolol, dihydroavenanthramide D, B-glucan and NMF, to reduce inflammation, ease redness and restore comfort and balance to skin affected by hormonal changes.

RRP: £59.50
skeyndor.uk
07874 090939

HydroPeptide

The new medical-grade serum combines NIMNI Technology, Micellular CellRenew-16 (a peptide encapsulated in a micellar delivery system), a NAD$^+$ precursor, and antioxidants such as vitamin C and copper amino acids, to optimise skin's cellular function. This blend delivers comprehensive, visible anti-ageing results by reactivating healthy collagen production to reveal firmer, smoother, more youthful-looking skin.

RRP: £125
hydropeptide.co.uk
0208 8684411

Revision Skincare

Revision Skincare HA HydraSerum+ is an advanced hydrating serum powered by exclusive HydraShield Technology.

This formula delivers deep, long-lasting hydration while supporting collagen for firmer, smoother, and more radiant skin.

Featuring multi-molecular hyaluronic acid, peptides and antioxidants to lock in moisture, boost elasticity and reduce fine lines and wrinkles.

Clinically shown to amplify moisture levels by up to 61% in just 15 minutes, leaving the skin refreshed, plump and youthful.

The lightweight, oil-free formula absorbs quickly, making it ideal for all skin types.

Price: On request
aestheticsource.com
01234 313130

ESK

Introducing Australian skincare brand ESK's new anti-ageing night cream, Ultimate A Gold. Tackling the signs of ageing skin, including fine lines, skin elasticity, impaired barrier function, hydration, dullness and pigmentation. Packed with powerful ingredients including retinal, niacinamide, lactobionic acid, 4-n-butylresorcinol, hyaluronic acid, ceramides and ectoin. Clinical trials displayed smoother skin in five to seven days, reduction in wrinkles and fine lines in three to four weeks, and improvement in even skin tone starting from four to six weeks, with dermal pigmentation in six to twelve months.

RRP: £100
eskcare.com

CACI

Skin Revive Infusion Serum is delivered via CACI's Infusion Atomiser attachment, a needle-free transdermal delivery system. Ideal for dull, tired or post-acne skin, as well as targeting signs of ageing. Packed with active ingredients to speed up cell regeneration, reduce fine lines and wrinkles, boost elasticity and firmness, improve skin texture and hydration, and soothe inflammation.

Price: On request
cacibeauty.com
02087 315678

Fillmed Laboratoires

The newest launch from Fillmed Laboratoires is the Architech Pro Cream, an anti-ageing cream designed to rebuild the skin's structural foundation.

Developed for both in-clinic and at-home use, the non-greasy formula stimulates cellular regeneration, strengthens key youth proteins, and restores firmness, elasticity and lift. The results are visibly firmer, smoother and more contoured skin.

RRP: £155
uk.fillmed.com
0800 9991685

ZO Skin Health

The latest launch from ZO Skin Health is their Peptide Facial Refining Concentrate.

A concentrated serum that targets visible expression and static wrinkles, while restoring the appearance of lost volume for smoother, fuller-looking skin.

Clinically shown formula powered by a potent peptide blend results in a visibly lifted, more refined-looking facial geometry.

Designed to complement the outcome of injectable treatments, ideal for any patients looking to age gracefully, simplify their routines, and add scientifically supported products to their routine.

Price: On request
zoskinhealth.com
888 8931375

Teoxane

Teoxane's Urban Shield SPF30 utilises four types of protection against UV radiation, blue light, pollution and oxidative stress. Combining a broad-spectrum UV defence with proven hydration and invisible wear. Formulated with Teoxane's signature hyaluronic acid and enriched with a smart complex of chemical filters, antioxidant peptide and an antipollution active. This SPF is a lightly tinted formula that provides a luminous, glowy finish to the skin.

RRP: £60
teoxane.com

111 SKIN Exosome

Exosome Face Lift is a science-driven four week treatment, which combines a serum and overnight mask to deliver professional-grade rejuvenation that visibly lifts and tightens the skin. Microspicules from a hydrolysed freshwater sponge mimic the effects of microneedling, infusing the skin with next-gen bacterial exosomes. These exosomes, derived from probiotic strains, help reinforce the skin barrier and reduce inflammation- offering powerful anti-ageing benefits.

RRP: £655
111skin.com

Genaura

The new beauty brand Genaura has launched the Levagen+ Smart Face Serum. The serum is specifically formulated to promote healthier looking skin, targeting skin issues at the source, locking in moisture, and balancing the skin's natural barrier. Levagen+ is enriched with vitamins and botanicals to support rejuvenation, improve hydration, overall appearance, and defend against external skin stressors. Other key ingredients include niacinamide, hyaluronic acid, and glucosamine to boost luminosity and skin brilliance. The blend of fermented papaya, broccoli, and kale supports hydration and skin rejuvenation.

RRP: £294
genaura.com

ARTIFICIAL *aesthetics*

Surgeon and global thought leader **Dr Jonquille Chantrey** examines the rise of AI imagery, discussing the challenges, opportunities, and the ethical boundaries shaping the future of aesthetic medicine

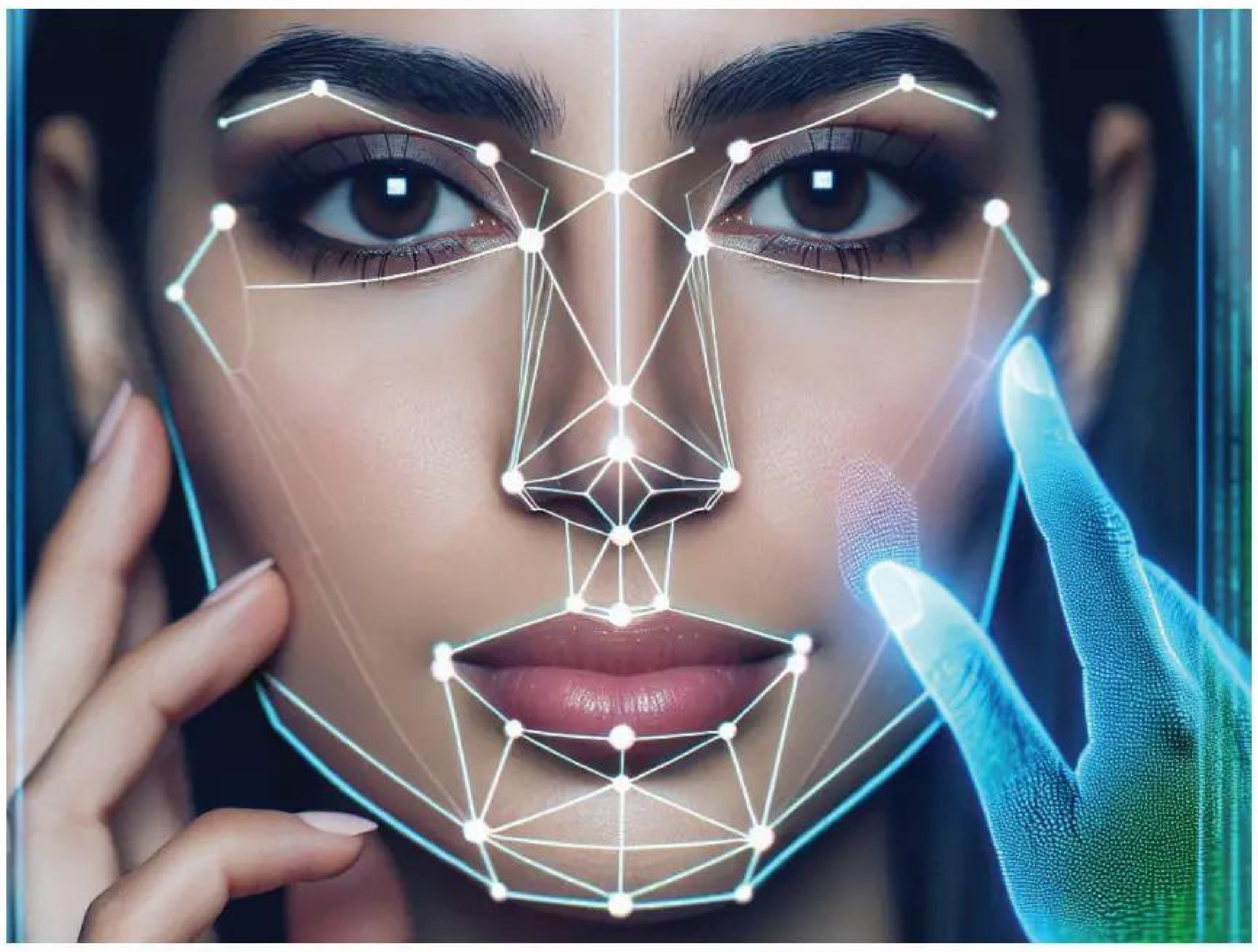
The emergence of AI imagery is shaping culture, marketing, and standards throughout many industries worldwide. When used transparently, it can empower creativity and visual exploration in ways that were previously inaccessible. However, it also invites profound questions regarding authenticity, identity, and the biology of beauty.

In my clinic, ØNE Aesthetic Studiø, we view this rise as an ethical responsibility to our patients and community. We appreciate that it can illustrate concepts more vividly. However, my position and policies are extremely clear: we never use AI to replace human images in before-and-after photos related to clinical treatments. Our policy ensures visuals respect anatomy, individuality, and aging. The ASA has clarified that AI in advertising must not mislead, even when disclosure is made. I believe it should only be used clinically to support understanding, always stating that such imagery represents a concept, and never an outcome.

AI'S GROWING INFLUENCE IN AESTHETICS

I believe we are only seeing the beginning of the impact, but the sector is certainly being reshaped by AI imagery in multiple dimensions.

We saw the impact of filters on patient reference points for beauty, but now AI is shifting them from what is biologically plausible to what is digitally conceivable.



This trend then raises the risk of homogenised ideals, flattening cultural nuance, and promoting visuals detached from individual anatomy.

Critically, the influence this will then have on the mental health of patients and their self-image, as their ideal self becomes increasingly distant from the actual self, is of great concern. Strategies need to be put in place to protect patients and consumers from worsening mental health.

AI IN MARKETING AND CLINICAL IMAGERY

As the market becomes ever more saturated, I am seeing it increasingly used in marketing to attract engagement. When fully disclosed and contextualised for educational purposes, it may be of benefit to patients.

My concern surrounds these images being used without transparency, and patients are therefore being misled regarding the outcomes by practitioners and clinics.

We've seen this with edited images in clinical results and how clinics have misled the public for marketing advantages.

The ASA reminds advertisers that using AI visuals implying unattainable results is materially misleading.

SHIFTING PATIENT EXPECTATIONS

In my own clinic, patients tend to be much more realistic with their ideals and expectations as they are well-researched individuals.

However, over the years, even filters alone have altered how patients can perceive normality and expectations of flawless texture and symmetry.

Research consistently links exposure to idealised imagery with higher body dissatisfaction, particularly among younger people, reinforcing the need for clinical realism and emotional education.

UNREALISTIC AI "BEFORE AND AFTER" IMAGES

Unrealistic imagery will bias patients towards clinic choices, followed by distorting expectations before the consultation even begins.

Patients may assume unattainable results, leading to frustration and mistrust.

My consultations are comprehensive, with a fully multi-modal and integrated approach, including clear discussions around biological limits. It takes time to explain to patients the options and outcomes available to them, through an educational process rather than idealised pressure.

I approach these discussions with empathy and education. We look together at the image, discuss its digital nature, and then translate its essence into achievable, safe goals and the steps required.

THE NEED FOR INDUSTRY GUIDELINES

Consistent international guidance is essential. Aesthetic promotions should have clear ethical guidelines, such as not targeting minors or trivialising medical risk, accompanied by information on risk and variation.

PSYCHOLOGICAL IMPACTS OF AI IMAGERY

AI imagery can intensify self-comparison and body dissatisfaction, often prompting treatment requests rooted in insecurity rather than self-care. In my clinic, we address this by integrating psychological awareness into every consultation, exploring life context and emotional resilience.

Aesthetic treatments become one element of holistic wellbeing rather than a pursuit of digital perfection.

The digital self is at high risk of becoming an idealised avatar, making comparison culture even more extreme.

This disconnect can harm self-esteem and fuel aesthetic anxiety.

It is vital to promote body neutrality, dignity in aging, and respect for individual beauty.

We remind patients that authenticity, not perfection, is important for true aesthetic harmony.

HELPING PATIENTS SEE REALISTIC RESULTS

Education is the foundation of consultations.

Clinicians should show unedited photographs, discuss lighting, recovery, skin type, and anatomy.

By nurturing visual literacy, patients learn to appreciate aspirational realism and develop healthier expectations.

ETHICAL USE OF AI

Responsible use begins with honesty. AI imagery should be labelled, used only for contextual or conceptual education, and never to replace real human outcomes or as a promise of results.

Otherwise, this breaches medical ethical conduct as patients may be misled or at risk of harm.

AI AS A PREDICTIVE TOOL

In the future, AI could be used as a predictive tool, but only with rigorous validation, testing, and human oversight.

AI tools can support facial mapping, skin analysis, and treatment planning.

Currently, I would advocate for AI tools to complement and certainly not supplant clinician examination and expertise.

Safe and efficacious clinician competence varies so widely, particularly in the UK, with the lack of regulation.

So a prediction of outcomes is highly dependent on the ability and expertise of the clinician using the tools.

AI may have value in the future in supporting personalised care, safety, and patient trust, but never in replacing clinical expertise, artistry, or ethics. AM

JONQUILLE CHANTREY

Dr Jonquille Chantrey is a multi award-winning surgeon and global thought leader in aesthetic medicine, beautification and aging sciences. She has over 20 years of experience in reconstruction, aesthetic medicine and cosmetic surgery and has lectured extensively across six continents. Her expertise spans over 80,000 surgical and complex non-surgical procedures personally performed. A published author in many leading journals including The Lancet and Plastic and Reconstructive Surgery, as well as co-authoring several books, she has also worked full time in multiple international clinical trials.

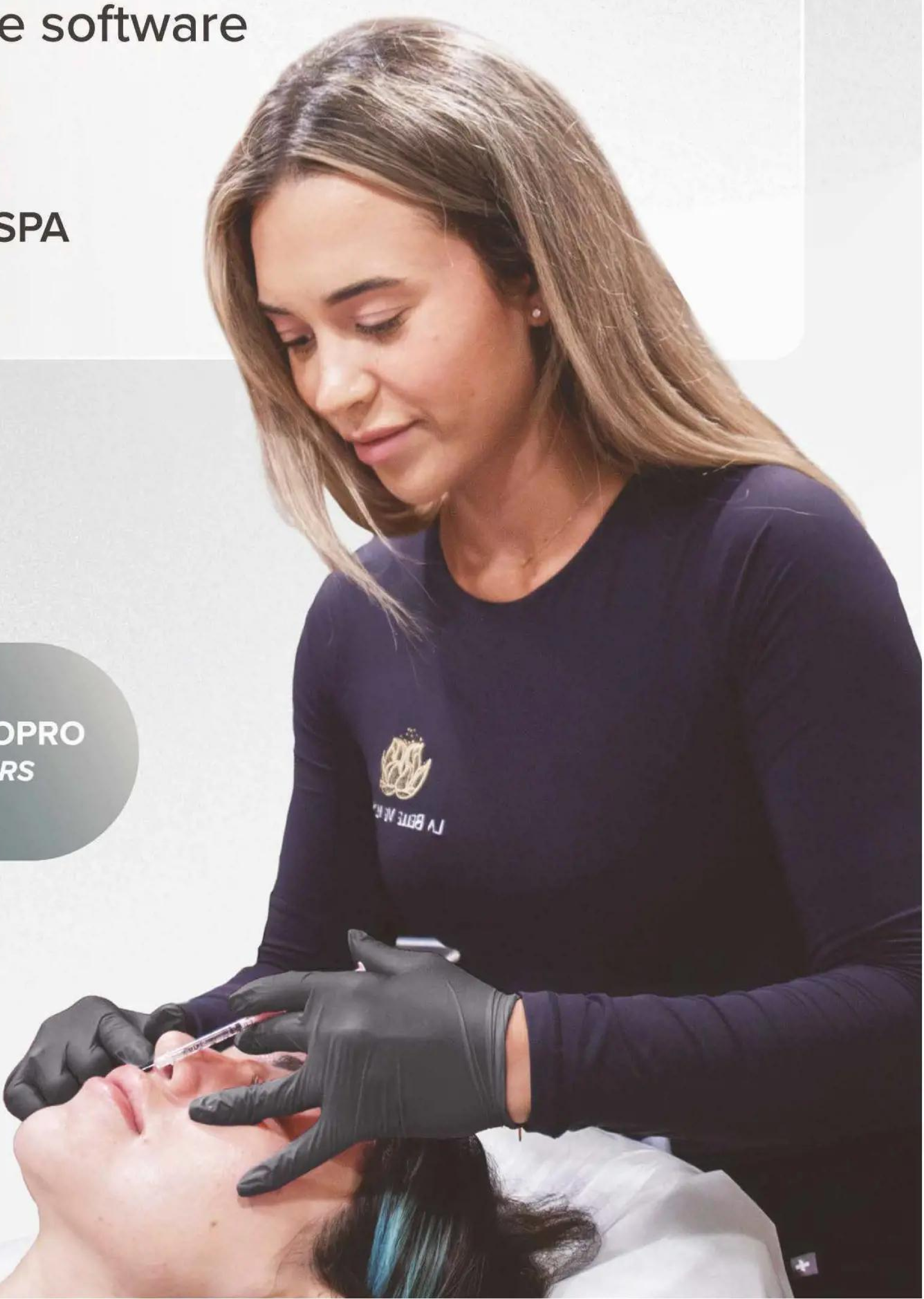
vagaro

aesthetic clinic software

We looked at a few different scheduling softwares and ultimately partnered with Vagaro. I would highly recommend Vagaro to others due to how easy it is to set up, the many features it has to enable you to run a successful business, and because the software grows with you.

LA BELLE VIE MEDSPA

FOLLOW @VAGAROPRO
FOR EXCLUSIVE OFFERS



5 top injectors to follow

In a fast-paced field, these injectors are leading the way with inspirational and innovative services

DR BEN TAYLOR-DAVIES

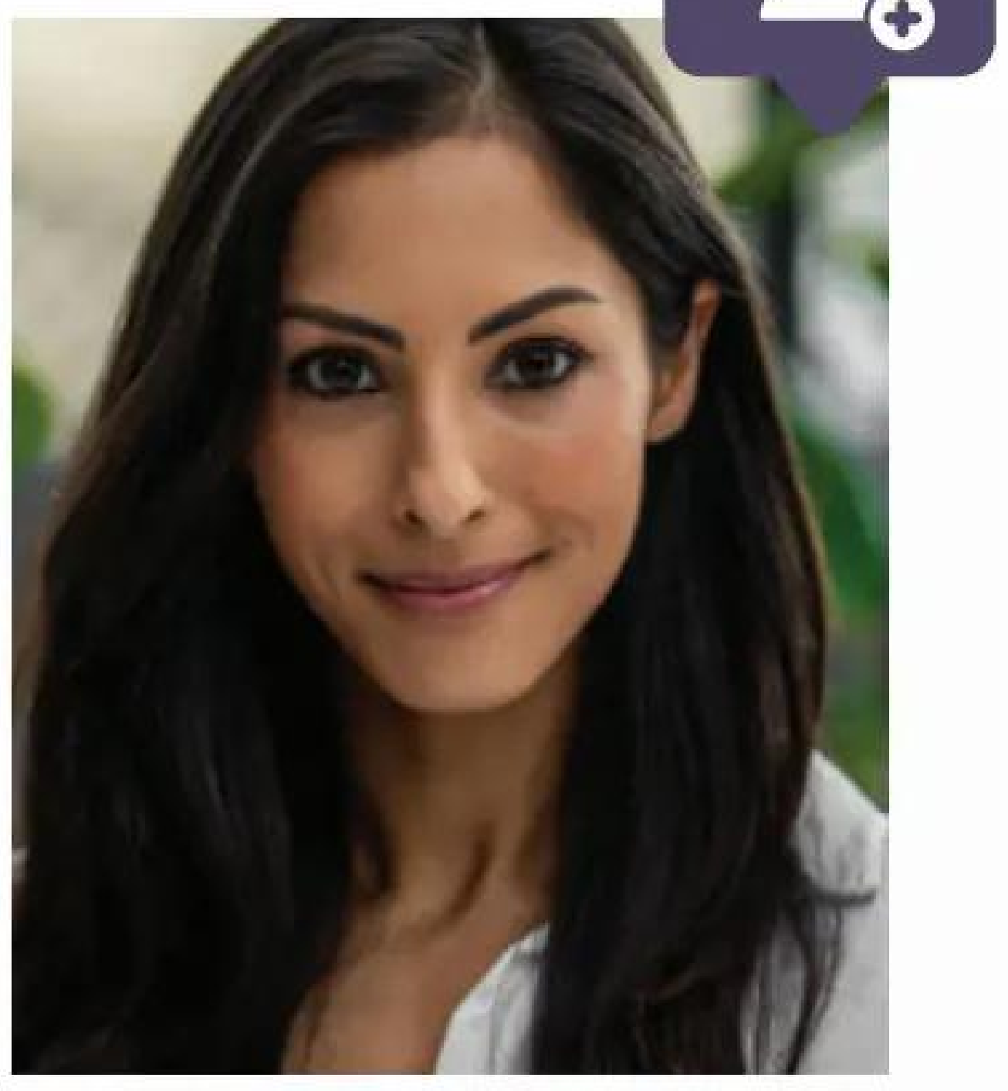
Instagram: @drbentd 5.3k

Dr Ben Taylor-Davies is the founder of The Stockbridge Clinic in Edinburgh and specialises in natural, undetectable results.

Bringing artistry and integrity to practice, Dr Taylor-Davies advocates for safer regulation in the aesthetics industry.

His Instagram is the perfect mix of light-hearted and educational, sharing the reality of being an aesthetics doctor and managing patient expectations.

Looking to engage your audience? Dr Taylor-Davies is a perfect example, taking advantage of social media and trends to capture and educate his patients.



DR PRIYA VERMA

Instagram: @dr_priyaverma 9.9k

Dr Verma has developed a wide skillset within aesthetic medicine, dedicating time and focus to the science of facial ageing.

Dr Verma utilises a wide range of injectables, minimally invasive energy-based devices, and medical-grade skincare to produce facial harmony and balance.

Her philosophy behind her clinic focuses on empowerment, maintaining identity, and holistic wellbeing.

On social media she shares her expertise to educate her patients on the latest trends, innovations, and industry discourse. Regularly busting myths and teaching patients important topics.

Dr Verma is regularly featured in glossy magazines – always looking chic and stylish.

ALEXANDRA MILLS

Instagram: @am.aesthetics 15.3k

Known for her sense of humour and natural lip enhancements, Alexandra Mills advocates for a "less is more" approach across her clinics – AM Aesthetics.

Bringing over 30 years of experience in aesthetic medicine, she is dedicated to providing cutting-edge, non-surgical treatments that subtly enhance her patients' features.

Mills refuses to follow the trends, advocating to help patients regain confidence, love their reflection, and feel at home in their skin.

For anyone curious about aesthetic tweakements, Mills' regularly breaks down trending treatments – from polynucleotides to lip flips in her funny yet educational style.

DR WASSIM TAKTOUK

Instagram: @drwassimtaktouk 42k

Dr Wassim Taktouk's broad medical background and infectious personality have made him one of London's most prominent aesthetic doctors- and social media personalities.

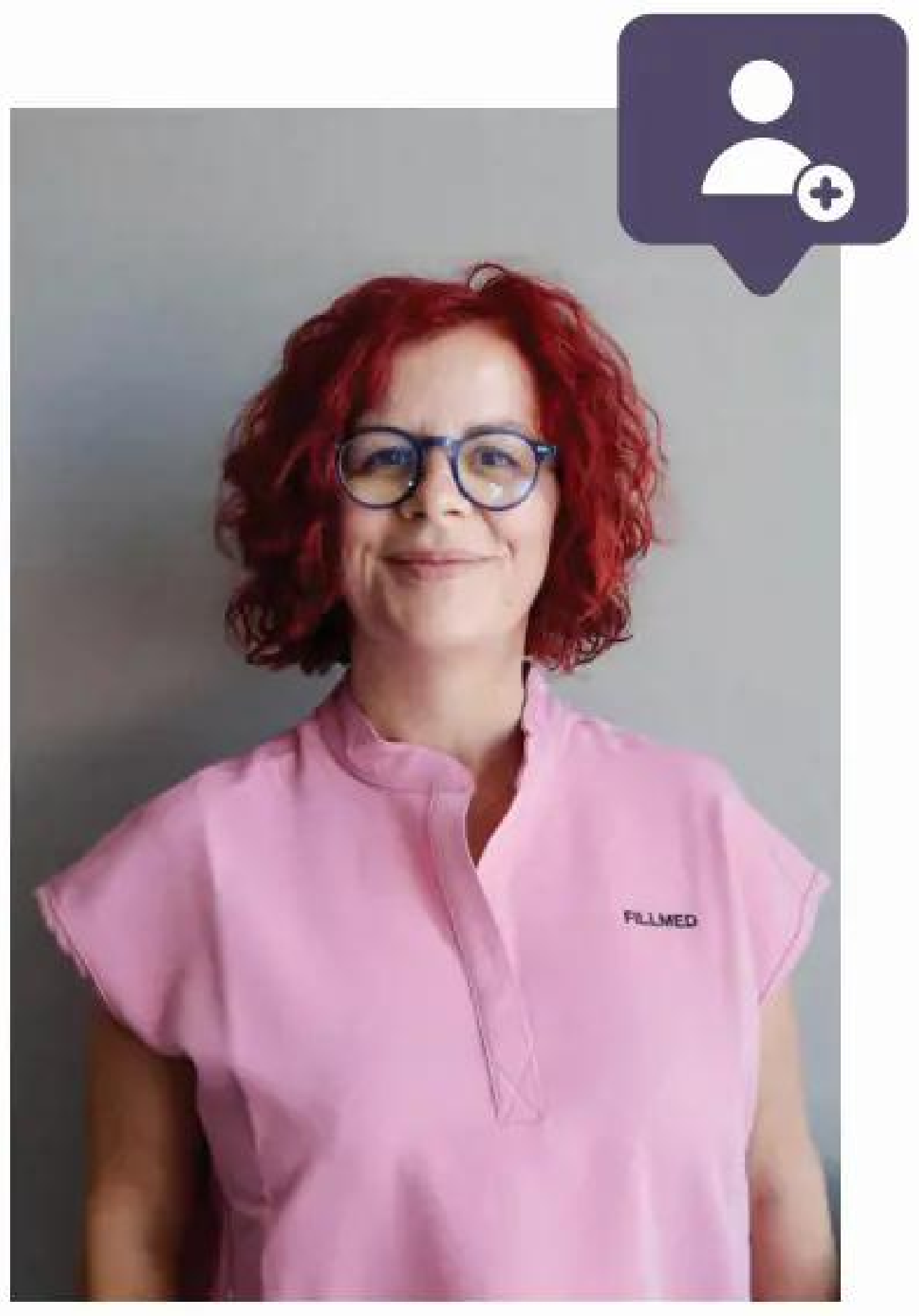
Winner of the Aesthetic Clinic of the Year at the Aesthetic Medicine Awards 2023, The Taktouk Clinic strives to drive technological innovation, ensuring a compassionate and safe patient experience.

Dr Taktouk is passionate about education, as the founder of The London Academy of Aesthetic Medicine, he goes beyond his role as an aesthetic doctor, as he strives to develop the future of aesthetic professionals.

Dr Taktouk's reputation stems from his genuine and transparent approach. As he puts it himself, "I would never offer or perform a treatment that I wouldn't do on a member of my own family."

This year, Dr Taktouk launched his new clinic and the sublime Chancery Rosewood Hotel.

He is a must-follow for anyone who wants to know how to seamlessly blend showing up as yourself on social media while being a professional in the sector.



DR LISA DINLEY

Instagram: @drlisadinley 15.9k

Dr Lisa Dinley is renowned for her down-to-earth nature, iconic flame-red hair and her passion for learning and education. With 15+ years experience as an aesthetic medical practitioner, Dr Dinley has become a celebrated lecturer and clinical trainer focusing on injectables for brands such as Fillmed.

Together with her husband, she owns The Castle Clinic in Nottingham.

She is dedicated to improving evidence in aesthetic medicine, with several articles in prestigious journals. Follow Dr Dinley for honest takes, education, training advice, progress videos on techniques she has done and the occasional dog pic.

Ask Alex

ALEX BUGG
Alex Bugg works for Web Marketing Clinic, a family-run digital agency, which specialises in medical aesthetics. The business builds websites and delivers marketing campaigns for doctors, nurses, dentists, distributors and brands. Contact her at:
alex@webmarketingclinic.co.uk
or follow her on Instagram:
@webmarketingclinic

"Is it ever ok to use AI images in aesthetics?"

Are you starting to scroll through Instagram and wonder, *"Was that made with AI?"*

AI imagery has gone from niche novelty to an everyday marketing tool almost overnight. It's clever, creative and undeniably cost-effective.

Sure, we've all seen fleeting trends like the "turn me into a Mattel toy" filters that keep Instagram and LinkedIn amused for about a week. But the tools behind them are evolving fast. Filters are getting smarter, and image-generation platforms can now produce hyper-realistic visuals in minutes.

Yet in an industry built on trust and transparency, using AI-generated images (or even heavy filters) requires a careful hand.

Let's look at when it helps, when it hurts and how to get it right in aesthetics.

THE GOOD

AI imagery is fast, affordable, and flexible. Tools like DALL-E, Midjourney, Runway and Sora can generate photorealistic images in seconds, meaning you can create endless "on-brand" visuals without ever picking up a camera.

No scheduling, no tidying the treatment room, no retakes because someone blinked mid-shot. For certain marketing uses, AI is genuinely helpful.

- **AI works brilliantly for:** Skincare and product promotions: Abstract, high-end imagery for campaigns when you lack product photography (or the rep hasn't provided it).
- **Paid ad creatives:** Concept-driven visuals that convey your brand's mood or story – not literal results.
- **Educational content:** Diagrams, illustrations, or artistic metaphors for posts and presentations.
- **Web design** enhancements: Subtle textures, icons, or backgrounds that match your colour palette. Goodbye, plain websites.

Used this way, AI can enhance your brand without misleading anyone.

THE BAD

AI can't replicate authenticity. Patients book with people, not pixels. They want to see your real clinic, your team, your space. When everything online looks too glossy or symmetrical, trust starts to slip.

It's tempting to replace stock imagery with AI-generated models, but savvy clients will spot the fakes – and for those who can't, it's still deceptive. Plus, AI models often come with telltale flaws: unnaturally smooth skin, strange lighting, or even the dreaded extra fingers.

To put it simply, that's unethical in our sector.

It's not just AI-generated art that blurs reality; filters are guilty too. Instagram, TikTok, and Snapchat now apply AI-driven enhancements automatically: brightened eyes, softened skin, even reshaped faces. They're more invasive than ever, and they're improving fast.

If you're filming a Reel or posting a selfie, check your settings. "Beauty mode" might be on without you realising. The danger is subtle – patients end up seeing an edited version of you, not the real practitioner they'll meet in clinic.

The same applies to marketing imagery. Light editing for colour or brightness is fine, but filters on before-and-after photos are a complete no-go. Even a soft-focus effect can undermine credibility. In aesthetics, results must stand up unfiltered... literally.

THE UGLY

There's another angle worth considering: the environmental impact.

Every AI-generated image uses significant computing power on vast server farms that consume huge amounts of energy and water to stay cool. Some estimates suggest that producing a single AI image can use more electricity than charging your phone dozens of times. Multiply that by thousands of generations and prompts, and the footprint adds up fast.

So, while AI imagery feels like a low-cost creative shortcut, it's not a zero-impact one. That's another reason to use it intentionally, as a supplement, not a substitute.

THE BOTTOM LINE

Authenticity wins in aesthetics. AI tools can't replace you, and they can't conjure results that don't exist. It's important to invest in real brand photography; once captured, it can serve you for years - without the environmental toll. (You can read more on my best practices for brand imagery in last month's issue of *Aesthetic Medicine* magazine.)

Used correctly, though, AI tools can enhance your storytelling and creativity.

Do:

- Use AI for creative or illustrative content (campaigns, product ads, blog graphics).
- Check your filters before filming - and keep it real.

Don't:

- Use AI or filters for before-and-after photos, results, or practitioner portraits.
- Rely on AI for clinic photography - it undermines authenticity.
- Forget the environmental cost – fewer, intentional prompts are better.

LAUNCHING
NOVEMBER 2025

Beauty Aesthetics
abtinsurance.co.uk

ABT
Part of HOWDEN

SKIN QUALITY
ELASTIN
LIFTING EFFECT
ADIPOCYTES
NATURAL VOLUME
COLLAGEN

UNLOCK THE REGENERATIVE POWER OF THE SKIN

THE FIRST PROVEN REGENERATIVE BIOSTIMULATOR, WITH RESULTS YOU CAN SEE AND FEEL.

SCULPTRA®
by GALDERMA

Available at our distribution partners

medfx ACRE healthXchange

For information on reporting adverse events, scan the QR code.

References available upon request.
UKI-SCU-2500106 DOP September 2025